

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XII. NEW YORK, JANUARY 16, 1895. No. 3.

DECEMBER CIRCULATION

...OF THE...

ST. LOUIS REPUBLIC.

ST. LOUIS, December 31, 1894.

Chas. W. Knapp, General Manager of THE ST. LOUIS REPUBLIC, being duly sworn, says the actual number of full and complete copies of the DAILY and SUNDAY REPUBLIC printed during the month of December, 1894, all in regular editions, was as per schedule given below:

Days.	Copies.	Days.	Copies.
1.....	55,965	17.....	50,870
2.....	*68,905	18.....	51,720
3.....	51,950	19.....	52,680
4.....	53,260	20.....	51,590
5.....	54,330	21.....	52,220
6.....	52,390	22.....	54,930
7.....	52,370	23.....	*67,595
8.....	55,005	24.....	50,080
9.....	*68,725	25.....	57,250
10.....	51,430	26.....	50,690
11.....	51,750	27.....	51,410
12.....	53,090	28.....	52,460
13.....	51,680	29.....	55,310
14.....	53,250	30.....	*67,355
15.....	55,300	31.....	50,170
16.....	*67,880		

Total for month..... 1,713,700

*Less deductions..... 128,065

Total sold..... 1,585,635

Daily average net circulation..... 51,149

*Sunday.

** All copies spoiled in printing, left over and returned unsold are deducted so as to give the net circulation reaching actual readers. CHAS. W. KNAPP.

(Seal.) Sworn to and subscribed before me this thirty-first day of December, 1894. My term expires Sept. 7, 1896.

JOSEPH G. HOLLIDAY,

Notary Public, City of St. Louis, Mo.

Daily Average NET Circulation for 1894,

53,431

This is a Net Gain of 24,090 Copies over 1893. Ask for Rates.

THE REPUBLIC,

Or at New York Office,
146 Times Building.

ST. LOUIS, MO.

Circulation



**Stated, Guaranteed,
Sold and Delivered.**

Advertisers billed for the exact number of copies in which their advertisements have been inserted.

The price per line per thousand copies known before the advertisement starts, and the exact number of copies in which it has been inserted known at the end of each week.

Advertisers know just what circulation they receive each insertion and pay accordingly.

The size of the bill is governed entirely by the amount of the circulation.

We sell the circulation of the 1400 local weeklies of the Atlantic Coast Lists.

Two-thirds of a cent per line per thousand copies on orders of \$250.

One-third of a cent upon \$5000 orders.

One electrotype, one order does the business.

ATLANTIC COAST LISTS,
134 Leonard Street, NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XII.

NEW YORK, JANUARY 16, 1895.

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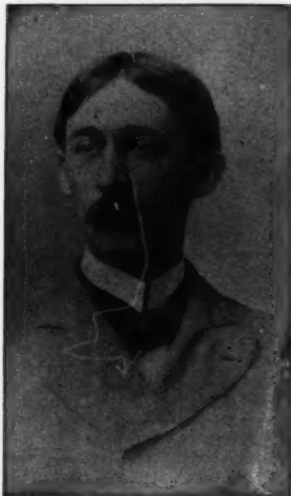
AN ADVERTISEMENT CON- STRUCTOR.

Not very long ago PRINTERS' INK invited such as considered themselves expert in the construction of advertisements to prepare a page announcement setting forth the merits or probable usefulness of "The Little Schoolmaster" as a medium through which a publisher seeking the patronage of advertisers might judiciously avail himself with probable profit. The sufficient remuneration offered was permission to append the name of the advertisement writer, in a conspicuous manner, in connection with the product of his pen, in such a way as should not fail to make the authorship known to every reader. Several writers availed themselves of the privilege, and a series of advertisements of considerable merit was the result. Some of the announcements prepared were of great excellence.

Among those who sent contributions was Mr. John Cutler, whose portrait is here given. Mr. Cutler is a resident of Newton, Mass., 27 years of age, and for seven years has been employed upon the Boston *Herald* in general work on the editorial floor and sometimes as a reporter, or in the exchange room, working out that peculiar service which includes pre-

paring information needed for dealing with "letters from the people," a department that forms no uninteresting feature of the great and excellent daily which he has served. For the past four or five years Mr. Cutler has paid a good deal of attention to the subject of advertising, and is so much interested in it that the idea of some time making it a specialty is one that he has often entertained.

To every one competent to judge, who has happened to take notice of the series of half a dozen or more advertisements prepared for PRINTERS' INK by Mr. Cutler, it has been apparent that he possesses a peculiar ability for singling out and making prominent such points as will most benefit the advertiser to have made conspicuous. Specimens of his work may be turned to in PRINTERS' INK of Oct. 31, Dec. 5, 12, 19, 1894, and Jan. 9, 1895. He wastes no word, but carries conviction with every sentence.



JOHN CUTLER.

PRINTERS' INK expects to see Mr. Cutler become a great deal better known in the world of advertising than he is at present, and believes that such a condition of affairs will come about in the near future.

Two circumstances are very much in his favor. He is young, and he has received his business training in Boston.



A SMALL EXPERIENCE WITH A MORAL.

"I want some shaving soap."

"What kind?"

"Williams'," I replied without a moment's hesitation. "I never bought shaving soap before, but I want Williams' because I have seen it advertised so much."

The druggist showed me a case full of shaving soap with "Williams'" in the front row. I looked at several other soaps, but did not recognize the name of any, except Pears'. I hesitated a second whether it should be Pears' or Williams', pondering that I had a very favorable impression of Pears' soap, as for the complexion, but never had seen anything about it as a shaving soap, and so I bought Williams'.

Then the druggist showed me shaving brushes. I knew nothing about them—never had seen them advertised anywhere—and I bought the cheapest one I could find. On the soap I had paid a price higher for Williams' than any of the other soaps would have cost me. But I was satisfied with my soap purchase—felt uncertain about the brush purchase, and wondered why brushes were not advertised.

"Only brush advertised is a tooth brush," said the druggist when I broached the subject—"no hair brushes, no nail brushes."

But when he showed me a somebody's "Common Sense" tooth brush that he said was advertised, I didn't recognize the name, and I don't remember it now. Do you suppose I could forget Williams' shaving soap? And yet I never had read a Williams' shaving soap ad through, nor do I know any reason why it is better than any other shaving soap, except that it is advertised, which is reason enough. Unconsciously and spontaneously I believe in anything that is extensively advertised year after year in the best mediums, and cool analysis sustains my confidence—an article that can stand the search-light rays of publicity must have real merit; if it can afford to pay heavy advertising bills, it shows the people who have tried it once keep on buying it, and I am willing, you are willing, every one is willing to pay more for an article we know than one we don't know.

Query. Why don't some one advertise brushes?

ADDISON ARCHER.



Sun

Readers have means with which to buy the best there is. They are discriminating, though.

If you, yourself, believe that you have the right sort of goods to sell tell **SUN** readers about them.

...The Sun...

NEW YORK.



➡ AS TO PRICE. ➡

THE
ROCKY MOUNTAIN
NEWS

DENVER, COLORADO,

is a high-priced paper, in its make-up. It is gotten up in the best style and at high cost. The quality is there. Its advertising terms, however, are cheap. It produces the best results for advertisers, and is used by those discriminating purchasers of advertising space who want absolutely the best.



For Rates, address

THE ROCKY MOUNTAIN NEWS,
DENVER, COL.
OR
HENRY BRIGHT,
11 TRIBUNE BUILDING, NEW YORK.

**A Wonderful
Literary
Field**

**A Group of Able
Writers and
Artists**



Overland Monthly,

THE ILLUSTRATED MAGAZINE OF THE
GREAT WEST.



Established 1868.

If you have that to sell which can be sold by advertising, the OVERLAND has a field and a constituency that is not equaled by any or all the journals of the Pacific Coast. We can prove to you that advertising in the OVERLAND **PAYS**.

The Overland Monthly Publishing Co.,

San Francisco, California.



FRANK E. MORRISON,

Eastern Advertising Agent,

500 Temple Court, New York.

1014 Boyce Bldg, Chicago.

**A New,
Vigorous
Management**

**Make
a Good
Magazine**

WITH BRITISH ADVERTISERS.

By Henry Cowen.

The year which has just closed has been fraught with many obstacles to the men who make advertising an essential part of their business, as there has been a scarcity of ready cash floating about, and consequently current sales have been fewer and of less magnitude than is their wont. The manufacturers have felt that the strikes which have abounded throughout this realm of England have acted in a remarkably detrimental manner towards the pleasant conduct of their trade; and, in fact, all merchants, whether manufacturer, wholesaler or retailer, have not had the encouragement that they have been accustomed to. On the whole, however, the sum set apart for the obtaining of publicity has not, in many prominent cases, been diminished, as those who have their heads put on in the proper condition have seen that their success—perhaps not immediate, but in the future—depended upon their putting on a bold front, and persistently keeping their names and businesses prominently before the public. And they have shown themselves to be perfectly right, as now that trade has picked up, and is continuing to improve, they are reaping the results of their audacity.

There has been a general improvement in the style of announcements during the year, and most large advertisers show a very creditable desire to place before the public a series of advertisements brimful of interesting facts respecting the products which they wish to sell, and great care has, as a rule, been expended on their preparation, so that when they appear in the magazines and daily papers, etc., it is a pleasure to peruse them. The proprietary medicines, with one or two exceptions, have been advertised in a much more attractive way than hitherto, and this is saying a great deal, as most people interested know that this kind of writing is not easy, the expressions and other attributes being, so to speak, limited.

An important factor in the attainment of a wished-for result is a good and easily pronounced appellation for an article which it is intended to sell. Several good things have seen

the light of late, but more than one has been heavily handicapped by the awkward or transparently nonsensical nature of the title. A fanciful name, combining something which will give some clue as to the composition of the article is the best which can be thought of, as it impresses probable purchasers as to its nature, and the word, not being one in ordinary use, can be registered, and it thereby becomes the exclusive property of the person registering it.

One of our most prominent dailies persistently refuses to insert an announcement of a death having the letters R. I. P. affixed. After many efforts to get the editor to give his reason he states that he considers the words an invitation to pray for the dead. The paper alluded to has one of the largest revenues from these announcements.

A prominent journal having a weekly circulation of something like seven hundred thousand, has been giving a weekly prize of twenty-one shillings (about \$5) for the most curious advertisement culled from any paper; but the management have been obliged to relinquish it, as some wiseacre discovered that they could easily invent an outrageously funny ad and insert it in a newspaper for sixpence, and then win the larger sum thereby. Thus is killed a laudable object.

So far as retail advertising is concerned, the services of the men who make the preparation of ads in connection with this branch of commerce their especial business are apparently to be seen, as this has shown such an improvement over any previous year. This remark applies more particularly to the country trade. Some, indeed, show that they are very apt, like Silas Wegg, in the art of dropping into poetry, and one impresses upon his patrons that to succeed it is necessary to follow this axiom:

You must scientifically ply
The little advertising fly.

The author of this is very strong when anything savoring of the much worn-out Isaac Walton method of passing away time is mentioned, to wit, angling; and he happened to be reading PRINTERS' INK in this office the other day, when his eagle eye rested upon one of Mr. Charles Austin

Bates' ads. Without any apparent time to think he ran off the following, which, as it shows that some advertising experts are possessed of some grace of diction, I think it worth while to transmit it to you in this letter:

Charles Austin Bates
Secures good rates
For the work of his pen and his brain;
For it's money well spent—
Without cause to repent—
And always results in a gain.
He Bates his line
With language fine,
Which no fish in the market withstands;
But nibbles away,
Till under the sway
Of the merchant, who instantly lands.

ONE WAY TO LOSE CUSTOM.

I go to my meals past a finely arranged show window in a big general store. The other day I noticed a lot of ties in the window marked, "Worth 50 cents; choice for 25 cents." I didn't particularly need any ties, but each time I passed that window I looked at those ties till finally I concluded to invest. I went in and found a counter, presided over by a saleswoman, which was covered with ties. A gentleman was standing there making selections and had a handful already picked out, while the saleswoman watched him. I made my selection and handed her half a dollar.

"That is right; thank you," she said sweetly.

"But I gave you half a dollar," I explained.

"That is right," she said; "this box and this and this," selecting different boxes here and there among the array, "are twenty-five cents, but all the rest are fifty cents."

I lacked the nerve to order her to hand back my half dollar, but the gentleman beside me did not.

"How much are these?" he asked.

"You have selected the fifty-cent kind," the saleswoman answered.

"Then you may keep 'em," he said, throwing down the ties he had selected, "and you won't play that game on me twice."

I got my tie and walked out of that store never to enter it as a purchaser again. Since then I have taken pains to notice that one of the ties in the show window is exactly like the one I bought, and if I was compelled to go without a tie or buy it at that store I should go without gladly. This is not the first time I have known the same dodge to be played, but I cannot believe that it ever results in securing permanent custom. It certainly did not in this case. MILLER PURVIS.

If you expect the world to know
You've aught to sell, you must say so.



A DOCTOR OF ADVERTISING AND AN AD-SMITH.

A ROSY ROMANCE.

CHICAGO, Ill., Dec. 27, 1894.

Editor of PRINTERS' INK:

I noticed in PRINTERS' INK of Dec. 19 the experience of "Long Island" in distribution of liquid samples. In July last I took a contract from the Norton Remedy Co., of this city, to distribute 125,000 booklets, to be put into every house or family in the best part of Chicago. I hired two young men, and worked with them every day and saw that the work was done as I contracted for, and I can say honestly that not one booklet was thrown away or destroyed.

We started to work the South Side first, working from Van Buren street south to 70th street, working east and west from the lake to Wentworth avenue.

The North Side from the river to Graceland ave., working east and west from the lake to Milwaukee R. R. tracks. I am sure we did not miss a house, or even a person on the street in the entire territory. On our daily trips we ran across other distributors, for other printing matter, who would throw the matter into front yards and doorways by the handful, and skip from block to block; and under the steps of one house we found 2,000 booklets of a well-known medicine.

It took us just three weeks to put out the booklets. My contract was for \$300. The cost of the booklets was \$250. Total, \$550.

The booklets advertised three remedies: 1st, "Pomaria Fruit Laxative." 2d, "Pile Pomade." 3d, "Silver Moon" Female Regulator. The total results were, as I learned to-day, from the president of the company: Sales from the three remedies in this city: 1st, "Pomaria," 13 gross at \$40.80 net to jobbers. 2d, "Pile Pomade," 11 gross at \$81.60 net to jobbers. 3d, "Silver Moon," 14 gross at \$81.60 net to jobbers. Total amount of sales from August 1st to December 1st, \$2,325.60, and all from the distribution of the booklets, no other advertising being done. The demand was from the consumer to the retailer, and from him to the jobber, as no soliciting was done by the company, as they only sell to the jobbing trade.

To show you the results of the booklet being put into the house, a lady from St. Louis was visiting a friend in this city in November, and on her return home wrote for a bottle of Silver Moon, stating the circumstance of her visit, and finding the booklet on the parlor table in the house of that friend; so you can see if the work is done well, good results must follow.

In January I am going to distribute 50,000 1 oz. bottles as samples of "Pomaria," and put them into homes where, in my judgment, they will bring returns. In the gloaming of the winter I will write you the results. My duty was to do the work and do it well.

Yours respectfully, CHAS. H. NICHOL,
Rialto Building.

AN INSULT TO INTELLIGENCE.

HARDING SIGN CO.
WURTSBORO, N. Y., Dec. 25, 1894. }

Editor of PRINTERS' INK:

I inclose ten cents for that year book issue. It seems that a censorship still prevails among the powers that be.

Every friend of PRINTERS' INK should, in my opinion, say a word to them to show that the "Little Schoolmaster" is appreciated, and that any such unjust denial of its rights to circulate is considered as an insult to the intelligence of its readers. With best wishes, I am,
G. F. HARDING.

AFTER MANY YEARS.

J. A. ROGERS, Druggist,
West Side Square.
KENTON, O., Jan. 1, 1895. }

Editor of PRINTERS' INK:

Does advertising pay? The following sketch will answer: During the year 1899 I advertised in a weekly paper:

A FINE ARTICLE

OF

OLD MONONGAHELA WHISKY
FOR SALE

AT J. A. ROGERS' DRUG STORE.

The wheels of time rolled on thirty-six years. E. S. Miller, editor of the sprightly little daily—Kenton *Republican*—in search of an item, resurrected a file of old papers of 1859. His eye caught the ad above referred to. Straightaway he dropped the file, made a bee line to my store and called for a bottle of the old Monongahela.

J. A. ROGERS.

BUT HE ADVERTISES LANE.

BOSTON, Jan. 2, 1895.

Editor of PRINTERS' INK:

Inclose an advertisement that is about as peculiar a one as I have ever seen. The business in which Lane is engaged is not mentioned, and it even looks as if Lane had made a deal with the local street railway that would benefit him more than his own

ELECTRIC CARS

PASS MY OFFICE EVERY TWENTY MINUTES.

FOR ONE WEEK

If you trade 50c. you get a return ticket.
If you trade \$1 you get two return tickets.
Tell the conductor to stop at

LANE'S, 78 to 79 North Church Street.

- UMBRELLA TO CAR IN WET WEATHER. -

business. The closing proposition is unique; the ad was clipped from the recent memorial number of the Rutland *Herald*.

HENRY KUHN'S.

THE RETAILER AHEAD.

NEW YORK CITY, Jan. 3, 1895.

Editor of PRINTERS' INK:

Any one who studies the average trade paper can see how far ahead of his jobber and manufacturer the retailer has come to be in the matter of interesting advertising. Any one can print it, but any one cannot write it.
JOHN NICHOLSON.

"DON'T BE A CLAM."

ALEXANDRIA, Mo., Jan. 1, 1895.

Editor of PRINTERS' INK:

Some years ago Frank Siddall ran a large advertisement in the magazines and high-class papers, wherein he used the maxim: "Don't be a Clam." After the big display had been before the public until they became familiar with the man and his goods, the advertisement, in its immensity, disappeared, while its motto continued right along in the leading publications. So educated had the people become that they knew all the rest in

connection with "Don't be a Clam." The motto appeared in heavy type, and for novelty I have never seen its superior.

Yours, JASPER BLINES.

THE PROFESSOR'S CIRCULAR.

W. E. KRUM & Co.,
Strictly Union-Made Cigars.
READING, Pa., Dec. 31, 1894.

Editor of PRINTERS' INK:

We notice that some of our merchants are taking advantage of PRINTERS' INK's ready-made ads, and we trust with good results. The one entitled "Truth in Advertising" seems to be a general favorite, and its author can therefore feel either pleased or conceited that other people imitate him.

AN EXPRESS PUZZLE.

NEW YORK CITY, Jan. 8, 1894.

Editor of PRINTERS' INK:

What curious rulings express companies have. Recently the writer had occasion to send out booklets extolling a proprietary medicine. With the books were to be sent advertising cards, printed on cardboard, also thin steel enamel cards bearing the same matter as printed on the card.

These books and cards were intended to be sent to druggists throughout the country. The books to be distributed to boom trade, the card signs to be hung in the windows, and the steel signs to be tacked up, either in the store, on the building or elsewhere. Believing that the assortment consisted of ad-

DIPHTHERIA AND CROUP

POSITIVELY CURED.
THE CHILD WILL LIVE IF YOU GIVE IT

HOKE'S ELECTRIC FLUID.



as deeply as that of their neighbor.

Don't blame him for it. Their neighbor, when their child was fighting for its little life against those merciless enemies: Croup, Diphtheria, or Scarlet Fever gave it at once the only Positive Remedy Known, **HOKE'S ELECTRIC FLUID**, and it was saved. Mother broken hearted, father desolated, had you given your child **HOKE'S Electric Fluid** in time, it would be **living to-day, as sure as the sun shines at mid-day in the unclouded heavens!** It was not God's fault. It is sinful to blame him for the consequences of your own carelessness or neglect. "God helps those who help themselves." If you knew of the existence of **HOKE'S Electric Fluid** and did not give it to your child, you are to blame! You saw your child choking and struggling for breath under the pitiful grasp of Croup or Diphtheria. You saw its pitiful eyes turning to you, and its arms stretched out beseechingly for help. If you had administered **HOKE'S Electric Fluid** in time, that little throat had been opened for the free admission of the life currents of pure air, and the discharge of the accumulated poisonous matter in its obstructed passages. You may not have known of it then. You know it now. Don't let any more of your children die of Croup, Diphtheria, Scarlet Fever, or Sore Throat while **HOKE'S Electric Fluid** is to be had... To those parents whose children have **been spared**, let us give a word of kindly warning.

Prepare Yourselves For Them in Ample Time!

Keep a bottle of **HOKE'S Electric Fluid** on hand. You know not what hour in the day or night one of these diseases may attack your loved ones. When it comes you will then be prepared. If it spares you and yours the blessed consciousness of escape will be far more precious than the small amount you paid for a bottle of "**HOKE'S Electric Fluid**."

Mind this is no Quack Medicine, but a tried, **Positive, Absolute, Infallible Cure** for any of the diseases named. **Price \$2.00.** It is perfectly Harmless. Ask your Druggist for it, or address

PROF. C. U. HOKE,
350 North 6th Street, READING, PA.

For originality and downright pulling powers we inclose a copy of Prof. Hoke's circular, and if worthy of a production in PRINTERS' INK we would like to read your comments or criticism of same. We are not positive of its author, but are inclined to attribute it to an elderly gentleman of this city who formerly ranked as a preacher, but later became a newspaper writer and the author of quite a collection of poems. During his spare moments, we understand, he resorts to the writing of advertisements for local dealers, and undoubtedly the Hoke circular is a sample of such diversion.

W. E. KRUM & Co., K.

vertising matter, suitable boxes for packing were ordered, and application made for the advertising matter rate from the express company. When their representative called he asked to know just what was in the package, and when shown the steel signs said that their being in the package would debar me from the rate asked for, because the tariff considers as advertising matter only that which is printed, engraved or photographed on paper or cardboard.

The rate on my package, including the steel signs, and weighing 80 ounces, as advertising matter, would be not less than 30 cents or more than 38 cents, to a majority of

the places east of Chicago. Because of the steel signs the rate to the same points would be from 78 cents up.

In order to send the booklets and signs to the best advantage, I was obliged to take out the steel signs, which weighed but six ounces, and forward them by mail.

A large insurance company recently made up a lot of packages of printed matter, which included in each one a calendar and match box, stamped "With the compliments of — Insurance Co." The express refused to carry them as advertising matter, and the match boxes had to be taken out and sent by mail, the rest of the package going by express at the advertising matter rate.

Another firm, making linoleum, recently devised an ingenious sign on linoleum, intended to be hung up as an advertisement in the store of the dealer to whom it should be sent, but were refused the advertising matter rate for the reason advanced in the other cases.

Possibly the publication of this item may lead the express tariff maker to present his side of the case, and if so their representatives will hereafter be able to tell an inquirer why matter stamped or printed on tin, linoleum, etc., and sent for free distribution throughout the country, is not just as much entitled to the advertising matter classification as though printed on paper or cardboard, which, after all, are composed mainly of wood. I am, truly yours, PETER DOUGAN.

ESCAPED THE COOKING.

CINCINNATI, O., Dec. 31, 1894.

Editor of PRINTERS' INK:

This appeared in a Cincinnati paper of the 29th inst. Isn't it rather an unfair reflection on the probable future state of the late senator if the Cream Baking Powder had not been used in the nick of time?

FAIR DEAD.

The Ex-Senator and Millionaire Dies Suddenly of Asthma at San Francisco.

San Francisco, Dec. 28.—Ex-Senator James J. Fair, the bonanza millionaire, died of asthma at 11:35 tonight at Lick House.

In the nick of time the cooking was saved — by using Dr. Price's Cream Baking Powder.

James Graham Fair was born December 2, 1831, near Belfast, Ireland. He came to this country in 1857, and in 1867 formed a partnership with John W. Mackey, J. C. Flood and William S. O'Brien, the famous bonanza firm. He was elected United States Senator from Nevada March 4, 1881. His daughter is Mrs. Herman Oelrichs, of this city. Mr. Fair was the richest man in the Senate.

—Cincinnati Enquirer.

RECOMMENDS A UNIFORM RATE OF PRINTED MATTER.

PLATTE CITY, Mo., Jan. 7, 1895.

Editor of PRINTERS' INK:

Inclosed find 60 cents for postage on six Year Books for the *Platte County Argus*. All printed matter, if mailed at a uniform rate, would repay the Department by stimulating the writing of letters.

Through such persecutions as publishers endure should come a law making but one rate on every printed thing.

Yours truly, EMIL E. RETTIG.

A MILD REQUEST GRACIOUSLY GRANTED.

Office of PEORIA PUBLISHING CO.,

Publishers of the

"PEORIA EVENING TIMES,"

314 South Adams St.,

PEORIA, Ill., Dec. 31, 1894.

The Geo. P. Rowell Advertising Company, New York City:

GENTS—We would like to correspond with you in regard to advertising rates.

PEORIA EVENING TIMES,
J. A. Ongun, Mgr.

All right; go ahead.

THE GEO. P. ROWELL ADVERTISING CO.,
E. F. Draper, Treas.

TWO BUCKEYE ADVERTISERS.

VAN WERT, O., Jan. 2, 1895.

Editor of PRINTERS' INK:

Two merchants in this city have demonstrated their belief in catchy signs to attract customers. One is very "novel" indeed, and is placed on the plate glass front of a stationery dealer's store, consisting of these words: "This is a Novel Window." The background consists of a large and varied assortment of fictitious literature.

Another merchant is very liberal toward his competitors, saying to the public, "Devide up your trade with other dealers, we can't wait on you all."

W. S. GUTHRIE.

PAINT AND INK.

"THE FREE PRESS,"

MANNING, IOWA, Dec. 31, 1894.

Editor of PRINTERS' INK:

A Des Moines sign painter, who no doubt is an excellent artist in his line, as well as a firm believer in the judicious use of printers' ink, uses the following in the local papers:

DID

A. J. DOLL, Printer.

CHARLES HAWORTH.



ATHLETICS AND ADVERTISING.

W. Agg—The use of female athletics is like judicious advertising, isn't it?

D. Ullman—I don't see it.

W. Agg—Don't see it! Look at the superb figures that result!

A CONNECTICUT CASE.

Office of "THE DAY,"
NEW LONDON, Conn., Dec. 26, 1894. }

Editor of PRINTERS' INK:

Instances of the inconsistencies of post-office rulings are numerous enough. This is the way they have affected us in conducting a daily newspaper in a city of 15,000. Other publishers may have had similar experiences. Under three successive local administrations we have mailed sample copies to voters in New London County, as many as 1,000 a day, by simply sticking the names on the papers and putting all designed for one post-office in a separate bundle, with the address on the outside. All that the post-office employees had to do was to weigh the bundles and throw them into the proper mail pouches. One postmaster never charged any postage for these samples at all. The fourth one, however, compelled us to wrap up and address each paper singly, thereby entailing extra work upon his clerical force as well as upon ours. It is our practice to occasionally sample-copy a village or town by mail. Once when we attempted to do this the local postmaster threw out the sample copies because he discovered the half-page advertisement of a local merchant, claiming that we intended to distribute the papers by contract with the merchant and thereby had violated the postal laws. Another ruling made by this postmaster was that at no one time could we mail more sample copies than we had mail subscribers. Although *The Day* has the largest circulation of any paper in this vicinity it has not more than 150 mail subscribers, and other dailies in small cities must be in the same fix.

A year ago we issued a 60-page souvenir with half-tone illustrations and heavy paper cover as a supplement to *The Day*. Each copy weighed sixteen ounces. In the absence of the local postmaster his assistant ruled that we could mail them at second-class rates, and we did mail a considerable number under that ruling. The next day the postmaster returned, reversed the ruling, and made us pay eight cents apiece on the remainder. To find out if this souvenir was entitled to second-class rates or not, we wrote to the postmaster-general, asking him to decide, at the same time sending him one of the souvenirs, carefully addressed and fully prepaid. Several weeks later the letter came back with a notice written on the back by some subordinate to the effect that no decision could be made, as the souvenir has not been received by the postmaster-general.

THEO. BOSENWEIN, Pub. *The Day*.

THE MEANEST MAN.

His money drawer got rusty,
And a friend right keen and wise,
Advised him it would lubricate,
If he should advertise.

Until at last he did it,
But it made him fume and chafe;
He cussed that neighbor roundly, for
He had to buy a safe.

THE man who plans his work,
Is no mere idle shirk;
But he who works his plan,
Is by far the wisest man.

How BOTH the one who'd busy be
Improve while others fail?
By advertising, full and free,
The goods he has for sale.

PRIZE WINNING HUMOROUS ADS.

The *Sunday Tribune's* "Funny Ad" competition closes with this issue, and the results are herewith published. A prize of \$10 was offered for the funniest, the most striking bona fide advertisement published in an American newspaper between Jan. 1 and Dec. 31, 1894.

The first prize is given to J. D. Bowles of Williamsport, Ind., who found the following in the *Attica* (Ind.) *Register* and submits it for a prize:

REED & HAAS'
- Concrete Burial Vaults. -

PATENT APPLIED FOR.

Death at last overcome and the victory won, providing you are prepared to go, by being embalmed and placed in one of Reed & Haas' Concrete Burial Vaults, where you can lay in one of them "as snug as a bug in a rug" until the time cometh and the One who doeth all things well shall say unto you, "come up higher."

The above Grave Vault is water and vermin proof, where nothing dare to molest you, nor make you afraid. In placing a corpse in this vault it is like placing it in your parlor—free from any dampness and within the reach of all. It excels all that is now before the public in this line, and yet so simple. You will now find at any time a full line of the Reed & Haas' Concrete Burial Vaults at

REED'S NEW PLANT,
Newtown, Ind.

Of much the same order is this, from a Franklin, Ky., paper, which is submitted by Mr. C. E. Hall, of Chicago:

NOTICE.

I want to say to the people that I have come back to Franklin, where I served seven years and seven months under John Underwood. I expect to spend the remainder of my life in Franklin, and am strictly in the undertaking business, and am prepared to furnish nice white, plush and black cloth caskets for all sizes, old and young. I also make a strictly white oak case that is the best thing that has ever been furnished to the people, and I have two neat hearses. Keep burial clothing for old and young, robes, wrappers, suits, shoes and slippers to fit all. Also a nice, late design cooling board, fluid to preserve the features and to destroy the unpleasant odor that often arises from the deceased body. I furnish anything the people need in my line except country coffins, don't make them. You can see what I represent by calling on me at Wade's new building on the West Side under Webb's photograph gallery. I keep from sixty to seventy coffins and cases on hand, all of which I will furnish in good order at prices to suit the hard times.

Yours,

BUD HOUSE, UNDERTAKER.

—Chicago Tribune.

"THIS indiscriminate advertising of so-called 'genuine reduction' sales when no cut in prices has been made, not only injures the advertiser but the newspapers as well, because the people, not believing advertisements of this kind, fail to respond as rapidly as the merchant would wish. The advertiser, consequently, wrongly condemns the newspapers he has used and either stops advertising entirely or cuts down the amount considerably. Advertising special reduction sales is all right, but when you do advertise them see that you have them."—*Reading* (Pa.) *Eagle*.

WAITING FOR AN ANSWER.

From the Outlook, Jan. 5, 1895.

One day a grand post-office official happened to be passing through a Government office, and he saw a man standing before a fire reading a newspaper. Hours after, returning the same way, he was shocked to find the same man, legs extended, before the same fire, still buried in the columns of a newspaper. "Halloa, sir!" cried the indignant head of the department, "what are you doing?" "Can't you see what I am doing?" was the answer. "Sir, I came through this office four hours ago and found you reading the paper; I return, and you are still wasting your time in the same manner." "Very true, you have stated the case to a nicety." Hereupon the head of the department naturally fires up. "What is your name, sir?" he says. "Well, I don't know that my name is any affair of yours—what is your name?" "Sir, I would have you to know that I am the so-and-so of the post-office!" "Indeed! Well, I am very glad to hear it. I am, sir, simply one of the public, who has been kept waiting here four hours for an answer to a simple question, and I shall be much obliged if you will use your influence to get me attended to."

A NEAT AND NOVEL SCHEME.

Why cannot the Post-Office Department adopt a system of double-check on every subscription? Oblige the publisher to hand in a statement at the post-office that So-and-So has subscribed to his publication for one year, this statement being made on a proper blank, to be countersigned by the subscriber at his own office or residence as a proof of good faith in the transaction. The slip could be carried by the local carrier just as the receipts for registered letters are taken. It would be troublesome, no doubt, but there are seventeen millions to defray it, and that sum would pay for a great deal of trouble!—*Artemus Ward, in the Sapolio Monthly for December.*

THE WAY THEY DO IT IN FRANCE.

From the Gaulois, of Paris.

Abraham, the wine merchant, called at the advertising office of a leading paper and inquired if the big advertisement of Traubel, the liquor merchant, which that day figured in the columns of said paper, was going to appear again.

"Oh, yes!" unthinkingly replied the clerk.

"It has to be kept in for a month."

"In that case," said Abraham, "will you please insert immediately below it the following announcement: 'Abraham Isaac Jacob, wine and liquor merchant, supplies all the wines named in the above advertisement to per cent cheaper.'"

In buying a hen it is not possible to count the eggs in her; the buyer must take his chances. But no man buys a crate of eggs without knowing whether there are five dozen or twenty. There are publishers who want advertisers to consider their newspaper a hen; but if an advertisement is worth \$1.00 in 1,000 papers, it is only worth 30 cents in 300 papers; and advertisers ought to know the number.—*Westbrook (Me.) Globe-Star.*

THE Post-Office Department will make no mistake if it weeds out half of the trade papers of the country.—*Ward's Sapolio Monthly for December.*

A VALUABLE SIGN.

Carson, Pirie, Scott & Co., of this city, have a large card pasted on the inside at every entrance to their big retail store. You never see it until you are going out, and then it looms up before you like this:

HAVE YOU FORGOTTEN ANYTHING?

Many a customer see this, thinks a moment, and then goes back to get what he had forgotten in the first place. It may be a small article, to be sure, but everything counts, and, when you have a customer, it is so much the more in your pocket if you can sell him everything he wants, and not allow him to go elsewhere for something he should buy from you.—*Western Stationer, Chicago.*

SPEAKING of chestnuts: Does any one ever hear nowadays anything more chestnutty than the exclamation, "chestnut"?

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

WANTED—Small half-tone cuts. Send proofs and prices. DUPONT, North Elm St., Westfield, Mass.

I WANT to buy a Democratic weekly in a county seat in Ohio, Indiana or Illinois. Address C. F. BRANDER, Columbus, O.

SHORT and continued stories exchanged for advertising space. BRUFF LITERARY SYNDICATE, 1028 Arch St., Philadelphia, Pa.

PLAIN, logical ads are the best. I write them. 50 cents each; 5 for \$2. cash. Will refund if not satisfactory. W. J. HUSK, Island Pond, Vt.

THE BUCKEYE CHALK PLATE CO., 52 Frankfort St., Cleveland, O., recasts plates at less than 60 per cent original cost. Write for circular.

WANTED—A first-class all-around printer. Must be an up-to-date jobber. State wages and experience. GAZETTE, Hackettstown, N. J.

HERE IT IS—A young man with \$1,500, who is fond of the newspaper business, can hear of a good opening by addressing "A," 102 Ridge Ave., Zanesville, O.

ANY first-class concern looking for an advertising man or manager may find just the person wanted by addressing "COMMON SENSE," care Printers' Ink.

THE new No. 6 Remington Standard Typewriter. Every one who has seen it! We want every one to know about it. WYCKOFF, SEAMANS & BENEDICT, 327 Broadway, N. Y.

YOUNG man, 3 years' experience in business department of city daily, desires position and is willing to work at low wages to secure one. References and bond furnished. Address "B-2," Printers' Ink.

SITUATION wanted by a rapid and accurate worker, for three years employed in business department of a city daily, experienced in handling cash, and can furnish references and bond. Address "B-2," Printers' Ink.

BUSINESS MANAGER WANTED—By interior city daily and weekly newspaper; company incorporated, well established; paying job department. Don't apply unless you are all right (and can prove it) and have from \$5,000 to \$5,000 to invest. Address "E. F. B.," 183 World Bldg.

GOOD business manager, of undoubted ability, sobriety and honesty, can buy half interest in leading country weekly in Colorado county seat of 5,000 population, for \$1,400; part time. Proprietor, who is traveling man, will do well by right party. "TRAVELER," Printers' Ink.

AN OFFER FOR BUSINESS MEN. Does your present style of letter-head represent your business in a creditable manner? Elegantly designed and engraved plate for letter-head only \$7.50. Sketch sent on approval—no charge if not accepted. Give size and wording. W. MOSELEY, Box V, Elgin, Ill.

WE want to convince you that we have the best scheme in existence for advertising a clearance sale. It is shrewd, original and effective. Costs no more than the old worn out "bargain" idea, and is 50 per cent better. Suitable for dry goods, shoes, jewelry, furniture, etc. The plan in detail, with four cuts for illustration, for \$5. Send size of newspaper space. HOLLINGSWORTH & MATHIE, Laclede Bldg., St. Louis, Mo.

PLAIN figures are good things upon which to base a business argument. Suppose you are a general advertiser or advertising agent, paying from 25 to 50 cents a line for space; why not add from 5 to 10 per cent to that and bring your ads to us for the most striking and effective type work? They will attract, in the printed page, an increased amount of attention that will yield returns away beyond the increased cost. Our charge is always based on actual time expended, and we find that even close work averages only about 2 1/2 cents an agate line, when but one electro is ordered. You pay 25 per cent for position; why not 5 per cent, say, for composition and electro, and secure "ads that catch the eye, ads that attract the reader, ads that make business?" Don't fritter away your money for costly space, and then submit to the work of unskilled compositors, with worn and out-of-date type. Our type includes the popular faces from leading foundries, and our workmen are specialists in ad composition. Then, again, we have a superior assortment of the latest borders, so effectively employed in many ads. PATTERSON PERIODICAL PRESS, World Bldg., N. Y.

SPECIAL WRITING.

WOULD you like ads? Try my "ed. copy" and they will come. It's confidential. G. T. HAMMOND, Newport, R. I.

ADDRESSES AND ADDRESSING.

ENVELOPES, cards, wrappers, etc., addressed for mailing, \$1 per M. Delivery guaranteed. J. C. TOWNSEND, Minneapolis, Minn.

3,000 FRESH, cash-order agents' addresses, received since Oct. 1, '94, just ready; not used yet; classified by States. Only \$2. Be quick. S. M. BOWLES, Woodford City, Vt.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 113 Dearborn St., Chicago, Ill.

STREET CAR ADVERTISING.

JOHNSON'S figures are never beaten.

A. J. JOHNSON, 361 Broadway, New York City.

WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

FOR street car advertising in New England address M. WINEBURGH, Times Bldg., N. Y.

FOR Street Car Advertising, everywhere, GEO. W. LEWIS CO., Girard Bldg., Phil'a, Pa.

PIC inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. COHN BROS., Temple Court, N. Y.

BILLPOSTING AND DISTRIBUTING.

VICK'S 300,000 beats billposting, coz it's permanent.

VICK'S 300,000 beats billposting, coz it's permanent.

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R. H. JOHNSTON, advertising distributor, 1531 Franklin Ave., St. Louis, Mo.

P. PRINTZ, distributor of advertising matter, 730 9th St., N. E., Washington, D. C.

CIRCULARS distributed, signs nailed up and general advertising done. For particulars and prices address SLOAN & STUMPF, Advertising Agents, Indiana, Pa.

BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

A NATIVITY BY "ZACHARIEL," the Astrologer, may be all you need to bridge the abyss which separates discontent from happiness, failure from success. True, it is not a cheap affair (in no sense of the word), but it does not cost much to learn all the particulars about it. "Zachariel" a booklet gives them, and that is worth the dime it costs for its own sake. It resembles PRINTERS' INK in this: it stimulates thought. A man of brains enjoys that. That's the kind of men I want to send for the booklet. That's the reason I advertise in PRINTERS' INK. H. SCHWABACHER, Box C 1254, New Orleans, La.

TO LET.

YANK, Boston. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

REMINGTON TYPEWRITERS. 337 B'way, N. Y.

GOOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

GOOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

PREMIUMS.

VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

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VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

FOR premium purposes and direct sale—The world's famous Lalla Rookh Dress Cutting System. Nothing so popular for increasing subscription lists. We control its exclusive sale for premium purposes. The "Favorite" cash registering machine, the only practical low-priced cash register. Entirely new, just patented; every merchant subscriber to your paper will become a customer. The Oxford "Junior" sewing machine, for children's amusement and practical use. The only machine of its class manufactured. The Farm and Ranch grinding mill, as indispensable to the farmer as the sewing machine is to the farmer's wife. Write for prices. **SAYRE MANUFACTURING CO.**, Dept. S. 526, 336-344 Wabash Ave., Chicago, Ill.

NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. \$6,000 monthly.

FOR SALE.

BUYER for two novelty specialties. A. B. DODGE, Manchester, N. H.

\$3.50 BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

INDEPENDENT newspaper; job office; 18 miles out; modern material; \$1,300. PHENIX, Printers' Ink.

FOR SALE—A complete country newspaper outfit, nearly new, for less than half cost. Box 226, Media, Pa.

“IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast.”—Harper's Weekly.

NO. 6 Remington Standard Typewriter. A development—not an experiment. Many notable improvements successfully incorporated into this new model. WYCKOFF, SEAMANS & BENEDICT, 237 Broadway, New York.

THORNE type-setting machine, improved pattern. Has been used just one year. Is in first-class order. A complete font of 10-point old style type goes with it. Will go at a bargain. Sold only because we must use smaller type. AXTELL, RUSH & CO., Pittsburgh, Pa.

ELECTROTYPES.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

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VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

PAY \$1.50 and get our best half-tone portrait. All kinds of cuts at prices as surprising. Write us your wants. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

IF you are an advertiser get Craike's prices on electros. Work and prices the best. You can ask Johnston, of Printers' Ink. Address CHAS. CRAIKE, 45 & 47 Rose St., New York.

THE best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and also furnish electros. Address WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.

YOU may write your own ads, but one thing sure you can't make your own cuts. Think of us; \$1.50 for best half-tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

ADVERTISING NOVELTIES.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

GIVE up booklets. Try a hundred inkstands. They will last years. H. D. PHELPS, Ansonia, Conn.

FOR high-grade printing, booklets and catalogues, THE LOTUS PRESS, 140 West 23d Street, New York City.

EVERY wash an ad. Send 10 cents for sample. E wash and be convinced. THE PERFECTION NOVELTY CO., 229 Broadway, N. Y.

I DESIRE novelties, etc., for premiums for visiting card business. Card manufacturers send latest price list of cards. GEO. DALE, West Chester, Penna.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MISCELLANEOUS.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

VICK'S MAGAZINE A1 + 1 - 0 - 300,000.

VICK'S MAGAZINE A1 + 1 - 0 - 300,000.

VICK'S MAGAZINE A1 + 1 - 0 - 300,000.

VICK'S MAGAZINE A1 + 1 - 0 - 300,000.

R. B. freight charges reduced. AM. TRANS. PORTATION BUREAU, Providence, R. I.

SEND cabinet photograph and 35c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

FOR high-grade printing, booklets and catalogues, THE LOTUS PRESS, 140 West 23d Street, New York City.

“IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast.”—Harper's Weekly.

ADVERTISING AGENCIES.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

AGENCIES know GOOD HOUSEKEEPING.

AGENCIES know GOOD HOUSEKEEPING.

STANLEY DAY, New Market, N. J. ADVERTISER'S GUIDE, 35c. a year. Sample mailed free.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

WE don't sell adv. space below cost, but we can beat the crowd on Georgia business. It will pay to write before placing 3c. advertising. THE JOHN BRATTON CO., Atlanta, Ga.

WHAT we know about advertising we have learned by doing it, not by guessing at it. We have advertised many kinds of business into success, during 29 years. Shall we send you our free book? DODD'S ADVERTISING AGENCY, Boston, Mass.

PRINTERS.

VAN BIBBER'S Printers' Rollers.

MAYER, printer, Madison, Wis. Electricity for power, P. I. for publicity. Write for prices.

PRINTERS—We make type, cases, stands and chase—everything that a printer needs—and our prices are the best. See us first. WALKER & BRENNAN, 301 to 305 William St., N. Y.

WE DON'T WANT to talk to or hear from any publisher who considers only the question of dollars and cents in the mechanical production of his periodical. There are already too many trade or class journals in New York, highly prosperous, but woefully indifferent to the appearance they present. Undoubtedly their policy is a short-sighted one. Most people know that their great source of income is from advertising; and yet, in this day of “art in advertising” and increasingly exacting requirements on the part of advertisers, these publishers are, to say the least, too conservative. Now we want a few more weekly or monthly class or trade periodicals to do for publishers who know a good thing when they see it, and realize that a slightly increased appropriation for printing will be more than returned to them—an investment, not an expense. We are equipped for this, our specialty, as no other office in New York is. PATTISON PERIODICAL PRESS, World Building.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

MERCANTILE LAW.

C'AVANAGH & THOMAS, Commercial Lawyers, Omaha, Nebraska. Collections of wholesalers personally handled in Nebraska, Colorado, South Dakota and Western Iowa. Will go anywhere at any time. Largest mercantile law business west of Chicago. Nebraska mercantile laws complete and telegraph code furnished on application, gratis. Write us. Reference: W. & J. Sloan, New York City.

ADVERTISEMENT CONSTRUCTORS.

BATES.

BRETT. Ads.

FOR high-grade printing. **THE LOTUS PRESS** 140 West 23d St., N. Y.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

FOR high-grade printing, booklets and catalogues, **THE LOTUS PRESS**, 140 West 23d Street, New York City.

PEOPLE will talk, and they say I write good ads. What do you say? **MRS. G. F. HUNT**, 42 Richardson St., Newton, Mass.

BUSINESS literature—interested? I assume all details of writing and printing. **CLIFTON WADY**, Somerville (Boston), Mass.

I write ads, car signs and booklets that really pay the people who publish them. **JED SCARBORO**, Box 63, Station W, Brooklyn, N. Y.

BUSINESS dragging? Needs a tonic! Want a remedy? Two or three salient pointers from you, together with a stamp, will merit a little good advice from me. **F. McC. SMITH**, Loan & Trust Bldg., Washington; Equitable Bldg., Baltimore.

TO retailers only: Jot down a few rough points about the lines you wish to push hardest, and I will prepare a good ad for \$3. Your money back without a murmur if I can't suit you. This offer is good until Feb. 10. **JED SCARBORO**, Box 63, Station W, Brooklyn, N. Y.

MEDICAL Ads—I have proofs of 30 four-inch ads, just completed. I'll send them for inspection, provided I get four cents in stamps and a promise of the proofs back as soon as read. If you do not want to pay \$7.50 per ad or upward for such work, don't send for proofs. **W. W. BRETT**, 132 Nassau St., New York.

I will prepare advertising matter of any kind for reputable business people, and let them pass judgment on it before asking for pay. There is no charge at all if the work isn't first-rate. If it is first-rate the cost will be \$1 for one retail ad, \$1 a page for booklets, \$2.50 and more for circulars. Outside of retail lines the price per ad ranges from \$3 up. **BERT M. MOSES**, Box 283, Brooklyn, N. Y. A series of ten retail ads can be had now for \$7.50, but this offer isn't permanent.

BUSINESS ENGLISH—If you are a good business man you want the most winning advertisements for your business that you can possibly get. You don't need to be told that you are always the most profitable. All you ask is, where to get them. The best I can tell you is that some of the most experienced and successful advertisers in the country are using my ads. I have spent twelve years at the business of writing business English, and if you are advertising in dead earnest to win business, I would like to hear from you. **WOLSTAN DIXEY**, 84 World Building, New York. (See my article, page 24.)

NEAT, sensible ads made. Woven out of truth and ironed smooth, they dress your business tastefully. You pay when satisfied. **R. L. CURRIAN**, Box 2306, New York City.

POETS are born, not made; jingle writing is a trade. One's up, t'other down grade. I woo the fickle jade successfully at times. **ED. SMITH**, Ad-smith, Codman Bldg., Boston.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., \$0,000 monthly.

THE OPTICIAN AND JEWELER, 96 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

IF you advertise in Ohio you will get results. For particulars address **H. D. LA COSTE**, 38 Park Row, New York.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

FOR high-grade printing, booklets and catalogues, **THE LOTUS PRESS**, 140 West 23d Street, New York City.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

PIQUA (Ohio) **CALL**, 1,515 daily circulation, the leading Ohio country daily. Compare it with the other papers published in Piqua.

THE DAILY GERMANIA, Milwaukee, can prove a larger circulation than any other local German daily. Use it for the Milwaukee trade.

THE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

THE HEARTSTONE, 265 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

ADVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address **A. FRANK RICHARDSON**, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

AN artist is entitled to put his name to his work; it not only helps the reputation of the artist, but it adds to the value of the picture.

For the same reason the imprint of the Lotus Press is desirable on a piece of printing. There are some people who do not admire art; but to our customers "a thing of beauty is a joy forever."

If your taste runs in this direction and you are not yet a customer, we can add to your happiness. **THE LOTUS PRESS**, 140 W. 23d St., N. Y. City. "High-Grade Printing." We make handsome Booklets, Pamphlets and Catalogues.

ARE you advertising in Ohio? We take it for granted that you are, and invite your attention to the leading morning, evening and weekly paper in a leading city. The **DAYTON MORNING NEWS**, circulating 4,500 copies daily; the **EVENING NEWS**, 9,500 copies each issue, and the **WEEKLY TIMES-NEWS**, 4,500, are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily, thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the **NEWS** and **TIMES** are long-established journals and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. For prices, etc., address **H. D. LA COSTE**, 38 Park Row, New York.

A GENTLEMAN with fixed ideas as to how his printing should be done was persuaded to sacrifice his personal whims to our taste and judgment. He has told us since that in future he will have no instructions to give beyond the general style and approximate cost, as he received better results from and more favorable comments on that one job than any other he ever got out. Having made a life study of fine printing and being advertisers ourselves, we know more about it than the person who simply uses it occasionally and more even than the general run of printers. Most printers merely aim to have their work accepted—we try to stand between our customers and failure. If you use much printing and want work of a superior kind send an order to **THE LOTUS PRESS**, 140 West 23d Street. We make handsome booklets, pamphlets and catalogues.

PRESSWORK.

IF you have a long run of presswork it will pay you to consult us. Largest pressroom in the city. Best of work. Most reasonable prices. **FERRIS BROS.**, 324-330 Pearl St., N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

ILLUSTR'D features for newspapers and advrs. **HARPER ILLUSTRATING SYN.**, Columbus, O.

DEPARTMENT STORES—How about a neat little outline cut for each dept.? I'll make 10 for \$5. **R. L. WILLIAMS**, 152 Wash. Loan & Trust Bldg., Washington, D. C.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. **AMERICAN ILLUSTRATING CO.**, Newark, N. J.

ADVERTISING cuts for merchants, 30 cents each, column wide. They picture appropriately. Sample sheets of cuts free. **THE CUT SYNDICATE**, 12 East 43d Street, New York.

PROGRESSIVE merchants, we have the finest illustrated scheme for local advertising yet devised for large retail trade. If you will take the trouble to write us we will prove it to your satisfaction. **GRIFFITH, AXTELL & CADY CO.**, Holyoke, Mass.

SUPPLIES.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VAN BIBBER'S
Printers' Rollers.

ZINC for etching. **BRUCE & COOK**, 190 Water St., New York.

THE only ad SURE to be read. Write to **ALBERT B. KING**, 87 William St., about it.

FOR high-grade printing, booklets and catalogues, **THE LOTUS PRESS**, 140 West 33d Street, New York City.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, L't'd, 10 Spruce St., New York. Special prices to cash buyers.

CIRCULAR letters reproduced and addresses inserted \$7.50 per M. Experts can scarcely tell it from genuine typewriting. **G. F. VAN WYE**, Masonic Temple, Chicago.

50 CENTS pays for a good revolving rubber dating stamp. Prints all the months, years from 1891 to 1900, figures 0 to 99, "Rec'd," "Ans'd," "Paid," "Ac'd," "Ent'd." **D. T. MALLETT**, 78 Reade St., N. Y.

WE sell envelopes like Johnston sells printers' ink. 10,000 good XX 6 1/2 H. C. White Envelopes printed with your card and delivered, f. o. b., for \$10, check with order. 10,000 circular envelopes for \$5.50. Satisfaction guaranteed. **SHRYOCK**, Printer, Zanesville, O.

PRINTING INKS—Best in the world. Carmines, 12 1/2 cents an ounce; best Job and Cut Black ever known, \$1.00 a pound; best News Ink seen since the world began, 4 cents a pound. Illustrated price list free on application. Address **WILLIAM JOHNSTON**, Manager Printers' Ink Press, 10 Spruce St., New York.

REMINGTON Standard Typewriter. The new No. 6 model supplies greater permanence of original alignment, improved spacing mechanism, lighter and much improved paper carriage, of greater capacity. Easier and faster operation, with improved quality of work. Better and more economical ribbon movement, and numerous other useful and convenient devices.

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

ALABAMA.

ALABAMA papers are shy about exploiting their merits.

ALASKA.

NO Alaska paper is big enough to advertise in **PRINTERS' INK.**

ARIZONA.

ARIZONA papers are too modest to advertise here.

ARKANSAS.

THE best paper in this State hesitates about asserting its excellence.

CALIFORNIA.

LOS ANGELES TIMES—Southern California's great daily. Foremost advertising medium.

COLORADO.

COLORADO papers want page advertisements and have no use for small, classified announcements.

CONNECTICUT.

WEEKLY TIMES: Hartford, CONN.

THE UNION, Bridgeport, Conn.
Daily, 750. Weekly, 3,500.
Western Connecticut thoroughly covered by the **TWO UNIONS**.
O. L. MOSER, New York Representative, 620 Vanderbilt Bldg. **THE UNION PUBLISHING CO.**, Bridgeport, Conn.

THE TWO HERALDS.

WATERBURY SUNDAY HERALD.
BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony express these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia.
Combined circulation, **\$0,000**. 150,000 Readers.

THE HARTFORD TIMES.

WILLIE O. BURE, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

PERRY LUKENS, JR., New York Representative,
73 Tribune Building.

DELAWARE.

IS such a little State.

FLORIDA.

THE ST. AUGUSTINE NEWS reaches the right kind of people at the right time and in the right way. **FRANK G. BARRY**, pub., Udon, N. Y.

DISTRICT OF COLUMBIA.

WANTS bigger space and display than can be had here.

IDAHO.

ADVERTISING in PRINTERS' INK costs too much, unless one has something really worth saying.

ILLINOIS.

INFLUENCED by its metropolitan city, Illinois is opposed to advertising in newspapers; but is strong on posters and circulars.

INDIANA.

The Big Weekly of the West.

The AMERICAN TRIBUNE, of Indianapolis, Ind., is the largest WEEKLY published in Indiana.

IOWA.

SHREWD advertisers should see that their contracts call for the Dubuque TELEGRAPH. It is the leading daily and weekly in Eastern and Northern Iowa, and has a large circulation in Iowa, Northern Illinois and Southern Wisconsin. Its rates are lower per thousand circulation than other papers in the West. Leading advertisers use it, why shouldn't you? Send for sample copies and rates.

KENTUCKY.

WANT to sell anything to horsemen? KENTUCKY STOCK FARM reaches them.

LOUISIANA.

SO'N PRESBYTERIAN, New Orleans, wkly cir. over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MAINE.

ADS in THE INDEPENDENT, Farmington, Me., produce results and mail orders.

BANGOR COMMERCIAL.

J. P. Bass & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 16,000 copies.

PERRY LUKENS, JR., New York Representative, 73 Tribune Building.

MARYLAND.

DON'T take much stock in advertising; but when it must be done wants more space.

MASSACHUSETTS.

40 WORDS, 6 days, 50 cents. ENTERPRISE, Brockton, Mass. Circulation, 7,500.

WONDERFUL!—Send 10c to FRANK HARRISON, Boston, Mass., and see what you will get.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

MICHIGAN.

DETROIT SUNS, 118,000 weekly.

BUCHANAN, Mich. is booming. Every citizen reads the RECORD.

SAGINAW COURIER-HERALD. Daily, 6,000; Sunday, 7,000; weekly, 14,000.

SAGINAW COURIER-HERALD is delivered directly into the homes by its own carriers.

SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches.

DETROIT SUNS, ILLUSTRATED and SUNDAY, circulation, 118,000, are profitable mediums.

GRAND RAPIDS DEMOCRAT, the leading paper in Michigan, outside Detroit. 13,000 daily.

SAGINAW evening and weekly NEWS. Largest circulations in the Saginaw Valley, Michigan.

DETROIT ILLUSTRATED SUN, weekly, 97,637; SUNDAY SUN, 25,236. Adv. office, 517 Temple Court, New York City. Books and press-room always open to inspection of advertisers or their representatives.

RESULTS—Advertise where you will get paying returns. Advertisers are well pleased with the ILLUSTRATED and SUNDAY SUNS, Detroit, Mich. Advertising office, 517 Temple Court, New York City. Write for full particulars. Circulation, 135,073 weekly.

SAGINAW COURIER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays. Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1887. Saginaw (pop. 60,000) is the third city in Michigan. For further information address H. D. LACOSTE, 38 Park Row, New York.

MINNESOTA.

THE DULUTH NEWS-TRIBUNE—The only morning daily paper. Established in 1879.

Published at the head of the Great Lakes, Duluth, Minnesota. The average daily circulation now exceeds 7,000 copies. Daily, Sunday and weekly editions. New rates of subscription: Daily and Sunday, per annum, \$3; daily and Sunday, per month, 30c.; daily, per annum, \$4; daily, per month, 40c.; weekly, per month, \$1. PERRY LUKENS, Jr., Eastern Advertising Agent, 73 Tribune Building, New York. A. E. Chantler, Editor and Manager.

MISSISSIPPI.

LIKE the violet seeks seclusion.

MISSOURI.

HEROLD DES GLAURENS, St. Louis, Mo. Est. 1850. Circulation 33,900. Brings results.

“WE have to make it good because so many read it.” MED. FORTNIGHTLY, St. Louis.

THE PACKER, Kansas City, Mo. Fifth in circulation of Missouri newspapers. First in circulation of the trade papers of America. Reaches meat packers, butchers, stockmen, grocers, general merchants, grain and produce shippers and receivers. Best market paper published.

MONTANA.

ANACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana; 10,000 copies daily.

NEBRASKA.

HOMESTEAD, Omaha, only weekly agricultural paper in State. Av. cir, 9,500; 35c. inc.

65c.	FREE PRESSE,	45c.
45c.	Lincoln, Neb.	45c.
45c.	65c. per year.	45c.
45c.	Write for particulars.	45c.

NEVADA.

THE WEEKLY COURIER, Genoa. Six pages. All home print. Leads in Nevada.

NEW JERSEY.

ATLANTIC REVIEW, Atlantic City, guarantees a daily circulation of 1,500. It's a leader.

POPULAR adv. mediums: Bridgeton (N. J.) Free News, 3,000; Bridgeton (N. J.) DOLLAR WEEKLY NEWS, 1,500. Rowell guarantees circ'n.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - **15,500.**

Advertisers find IT PAYS!

NEW HAMPSHIRE.

ADVERTISE for summer boarders only, and they are not in season now.

NEW MEXICO.

TOO dry to advertise much.

NEW YORK.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

THREE trial lines 5c. in Watertown (N. Y.)
HERALD—\$9,000 readers.

THE LADIES' WORLD
Circulation Map

Will interest you.
A. H. MOORE & CO., Publishers,
New York, will send it, together
with an estimate on your advertisement.
RATE LOW | CIRCULATION LARGE!

F. M. LUPTON'S popular periodicals, **THE PEOPLE'S HOME JOURNAL** and **THE ILLUSTRATED HOME GUEST**. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address F. M. LUPTON, publisher, 106 & 108 Reade St., N. Y.

THE HOUSEWIFE,

New Office, 114 Nassau St., N. Y.

Circulation 75,000 Copies Monthly.

Send for Advertising Rates and
Specimen Copies.

Ask for Special Rates for Advertising in

Texas Siftings

BEFORE THE ADVANCE.

ALL AGENCIES

The Leading Illustrated Paper of
America is

LESLIE'S WEEKLY.

Every Live Advertiser recognizes
this fact and acts accordingly.

Send for Rates and Copies.

WILLIAM L. MILLER, Advertising Manager,
110 Fifth Ave., New York.

Albany's Most Popular Daily.

Circulation 17,400.

**Albany's Great One-Cent
Newspaper.**

This is to certify that the Circulation of
**THE DAILY PRESS AND KNICKER-
BOCKER** is Constantly Increasing and that
the number of copies printed this day was
17,400. **W. D. KELLY, PRESSMAN.**
State of New York, City and County of Albany.
Sworn to before me this 16th day of Novem-
ber, 1894.

JOHN J. GALLAGHY,
Notary Public, Albany, N. Y.

THE PRESS CO., Publishers,
Press Bldg., Albany, N. Y.

Ten Cents per week for the Daily and
Sunday Press.

FOR any good business it will pay to use **THE
CHRISTIAN ADVOCATE**, New York City.

THE NATIONAL PROVISIONER, organ of the
meat & provision industries, 384 Pearl St., N. Y.

NORTH CAROLINA.

PREFERS local patronage, which pays better.

NORTH DAKOTA.

TOO cold to advertise in the winter.

OHIO.

THE NEWS is the only Sunday paper in Zanes-
ville. Try it.

THE TOLEDO EVENING NEWS leads its com-
petitors in local circulation—11,000 daily.

LARGEST circ'n of any Prohibition paper in
nation: **BEACON AND NEW ERA**, Springfield, O.

DAYTON MORNING TIMES and **EVENING
NEWS**. Combined circulation 14,000 daily.

YOUNGSTOWN VINDICATOR, 7,200 daily, 5,200
weekly. Leading newspaper in Eastern Ohio.

"THE leading Ohio country daily—**THE Piqua
Call**—receives the Associated Press re-
port."—New York World.

THE TRI-STATE GROCER visits the grocers and
produce merchants of Ohio, Ind. and Mich.
weekly. If you are not in it, it will pay you to
write to **TRI-STATE GROCER CO.**, Toledo, O.

PIQUA, Ohio, has grown to be a city of 13,000.
It is the third city in this country in the
production of linseed oil, and "Piqua brand" of
strawboard stands at the head. There are only
13 cities in Ohio whose manufacturers pay a
greater amount for labor.—New York Tribune.

THE Piqua, Ohio, CALL is the only daily paper
between Toledo and Dayton and Columbus
and Indianapolis which receives wire news—
having the exclusive Associated Press franchise.
It has a circulation of 1,515 copies daily, and is a
live, progressive newspaper. Piqua is connected
by electric railway with Troy, Ohio—a town
seven miles distant, having a population of 4,000,
and **THE Piqua CALL** has a greater circulation in
Troy than any Troy daily. For prices for space,
copies of the paper and any further informa-
tion, address **H. D. LAPOSTOLLE**, 38 Park Row, N. Y.

OKLAHOMA.

THE GUTHRIE DAILY LEADER, the leading
morning paper in the Territory, accepts ad-
vertising with the distinct and positive guar-
antee that it has double the paid circulation of
any newspaper published in Oklahoma. **F. B.
Lucas**, Adv. Mgr.

OREGON.

WANTS more space—or none.

PENNSYLVANIA.

SCRANTON (Pa.) REPUBLICAN has the largest
circulation of any Scranton paper.

EDUCATIONAL INDEPENDENT, school w'kly.
EDINBORO PUB. CO., Edinboro, Pa.

PREFERRED Pennsylvania papers are the
principal papers in the principal towns and
cities of Pennsylvania. For further information
address **EDWARD F. BAUM**, 193 World Build-
ing, N. Y.

CIRCULATION CLAIMS are useless when they
are not proved. The American Newspaper
Directory guarantees the rating given the **CHES-
TER TIMES**. Thirty thousand local readers in the
best section of Pennsylvania. Address **WAL-
LACE & SPROUL**, Chester, Pa.

INTELLIGENCER—DAILY and **WEEKLY**,
Doylestown, Pa.

For guaranteed circulation see
Rowell's Directory. Always

the leaders.
Always best mediums for
advertisers' purposes.

RHODE ISLAND.

HOME GUARD, Providence, R. I.; circulation 50,000; paid up subscription list.

SOUTH CAROLINA.

THE daily edition of THE STATE, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

SOUTH DAKOTA.

NOTHING to advertise.

TEXAS.

TEXAS BAPTIST STANDARD, Waco, Texas, has a bona fide weekly issue of 20,000 copies. The BAPTIST WATCHMAN, of the Indian Territory, and the BAPTIST OBSERVER, of Sherman, Texas, have been absorbed by the STANDARD.

THE POST: Houston, TEXAS,

Has a LARGER REGULAR ISSUE THAN ANY DAILY IN TEXAS, and is so guaranteed by Rowell's 1894 Directory under a forfeit of \$100. S. C. BECKWITH, Sole Agent Foreign Advertising, New York and Chicago.

UTAH.

WANTS more space or none at all.

VERMONT.

THE new one-cent daily in Burlington is the NEWS. It already has largest local circulation. Read by everybody. Local advertisers fill its columns.

VIRGINIA.

THE VIRGINIAN, Emporia. 8-page weekly. Large circulation in Va. and N. C.

WASHINGTON.

SEATTLE POST-INTELLIGENCER.

"**I**N her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

THE TYPOGRAPHICAL REVIEW reaches all printers in Oregon, Wash'n and British Columbia. Want to reach them? Box 1117, Seattle.

SEATTLE POST-INTELLIGENCER guarantees advertisers double the circulation of any other paper in the State of Washington. Eastern office, 95-94 Times Bldg. C. A. HUGHES, Mgr. A. FRANK RICHARDSON, Special Agent, Tribune Bldg.

THE SPOKESMAN-REVIEW

Only morning paper. Consolidation SPOKESMAN and REVIEW. Exclusive control morning field. No competitor within 500 miles. Population Spokane, 181,500; 1894, 35,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. The REVIEW is the recognized exponent of all the best interests of Spokane and the vast country tributary to it.

WEST VIRGINIA.

NO occasion to advertise since the passage of the Wilson Bill.

WISCONSIN.

BOYCOTT'S NEWS BUDGET, 8-page weekly. Over 12,000 circulation guaranteed.

ALL leading advertisers stay with the German weekly EXCELSIOR, Milwaukee, Wis.

WISCONSIN AGRICULTURIST, Racine, Wis. Largest circulation of any English paper in Wisconsin.

WYOMING.

THE ladies will not allow its newspapers to use PRINTERS' INK.

CANADA.

WANTS reciprocity—not advertising.

SO. & CEN. AMERICA.

PANAMA STAR & HERALD. Est. 45 years—reaches largest buyers.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 25 cents a line, for each insertion. One line, without display or black-faced type, inserted one year, at 25 cents, for \$25, 3 months for \$7.50, 3 months for \$2.25, or 4 weeks for \$1. Display or black-faced type charged at 50 cents a line each issue, or \$25 a year, or \$2 a month, for each line of pearl space occupied by the whole advertisement. For the publisher who does not find the heading he wants one will be made to specially fit his case.

ADVERTISING.

PROGRESS, Washington, D. C.

AGRICULTURAL IMPLEMENTS.

FARM MACHINERY (EID), St. Louis, Mo.

AGRICULTURE.

HOME AND FARM, Louisville, Ky.

WISCONSIN AGRICULTURIST, Racine, Wis.

ARCHITECTURE.

INLAND ARCHITECT, Chicago. Best in West.

CARRIAGES.

VARNISH, Philadelphia, Pa.

COAL.

COAL TRADE JOURNAL, New York City.

DAIRYING.

NAT. DAIRYMAN & DAIRY MES'GR, K. City, Mo.

ELECTRICITY.

BUBIER'S POPULAR ELECTRICIAN, the first and best popular electrical journal published.

HARDWARE.

THE HARDWARE DEALER. Actual average circulation past year, 8,450. 78 Renss St., N. Y.

HOMOEOPATHY.

HOMOEOPATHIC RECORDER, Phila., Pa.

MACHINERY.

MACHINERY, 413-15 Pearl St., New York.

MEDICINE.

LEONARD'S ILLUSTRATED MEDICAL JOURNAL, Detroit, Mich. Circulation over 10,000.

MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or.

Medical Herald, St. Joseph, Mo.
Tri-State Medical Journal, Keokuk, Iowa.
Medical Fortnightly, St. Louis.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

TOBACCO.

WESTERN TOBACCO JOURNAL, Cincinnati.

TYPEWRITING.

PHONOGRAPHIC WORLD, New York City.

VEHICLES.

FARM MACHINERY (EID), St. Louis, Mo.

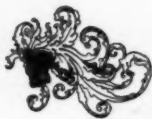
\$4,000

...OUT OF...

\$4,500

Out of the last forty-five hundred dollars charged on my books in the year 1894, for the preparation of advertising matter,

I can trace fully four thousand as having been guided to my office by PRINTERS' INK.



WALTER W. BRETT,

Modern Ad Writer and Designer,
132 Nassau Street.

New York, January 5th, 1895.



Twenty Thousand Business Men



READ
PRINTERS' INK
EVERY WEEK.



If you have anything to sell that will bring business to a business man your advertisement should be in every number. You cannot afford to miss a single issue: it is read for such information.

HOLLINGSWORTH
and MATHIE
DESIGNERS
ST. LOUIS

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

137 Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

138 Publishers desiring to subscribe for PRINTERS' INK for the benefit of advertising patrons can obtain special terms on application.

139 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate.

140 If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

141 CIRCULATION: A detailed statement of the number of copies printed of every issue of PRINTERS' INK for a full year, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1896, shows that the actual average issue for the last year was 17,768 copies; for the last six months, 19,875 copies; for the last three months, 21,225 and for the last four weeks, 23,250 copies.

142 OFFICES: NO. 10 SPRUCE STREET.

NEW YORK, JAN. 16, 1895.

EVERYBODY feels the coming of better times.

THE best English is none too good for advertisements.

DON'T wait until the hour of going to press before handing "copy" to the printer.

MR. H. S. CHANDLER, the business manager, is authority for stating that the New York *Independent* has not, in any instance, during the last thirty years, told what its circulation is, has been, or will be.

In your own town you know which daily paper goes into the homes of the fashionables, which goes to the homes of "the masses," and which is found in the saloon and barber shops. You know, although they doubtless are all claiming to be "the home paper" of the city, in which you would advertise a prayer meeting and which you would use for a prize fight. Don't you suppose that there is just as great a difference in papers of general circulation? There is hardly a paper published that does not reach some special class—and what is more important for you to know, does not fail to reach some particular class you would expect it to reach. Do you know about the circulation of the papers you are using—not their quantity alone—but do they reach the people you want to reach? You can't know all these papers; that's a business in itself, and that business is the particular business of the advertising agent.

PRINTERS' INK YEAR BOOK should have been called Printers' Ink Almanac. Perhaps Thanksgiving Issue would have done as well.

IN the case of the druggist, illustrated on another page, the purchaser said: "'Twas a point to note the warmth with which the druggist advocated Williams' soap. Shrewd man! He knew the advertising had done its deadly work in converting me."

ON the first of June next the St. Joseph (Mo.) *Gazette* will have been published fifty years. In the country in which it circulates its weekly is said to have a larger number of subscribers who have taken it twenty years and over than any other paper in the West.

ACCORDING to Mr. E. T. Perry, the New York agent of the St. Louis *Chronicle*, the recent action of the *Post-Dispatch* of that city in reducing its price from two to one cent per copy was made a matter of necessity by the steadily increasing circulation of the *Chronicle*. People hesitate about paying double price when an equally good article can be had for half the money.

EACH AD.

A good deal is said about the "cumulative" effect of advertising. This is good enough—specially in retail advertising—yet in general advertising, to a certain extent, every ad must stand on its own merits and ought to be not only just as good as it can be, but just as independent of the series to which it belongs as if there weren't any series.

The local advertiser can keep up a sort of acquaintance with his readers from day to day by means of his store and his social relations. A certain amount of business goes by favor; there is some friendship in business in spite of the proverb to the contrary. But general advertising must get along independent of this.

The value of a single ad is sometimes shown unmistakably; and what is commonly attributed to "cumulative effect" is sometimes the result of one fortunate hit. The other attempts may be good and may all add to the score; but this particular shot hits the bull's-eye, and you can hear the bell ring. The aim should be to ring it every time.

WOLSTAN DIXEY.

IT IS THEIR HABIT.

The handsomest and most luxurious volume which has ever come to PRINTERS' INK as an "advertising souvenir" is that issued by Perry Mason & Co., of Boston, the publishers of *Youth's Companion*. It is printed on paper of the finest quality and bound in a style that is attractive and suitable. The volume is a magnificent specimen of the art of the ad-smith, intelligently supplemented by skilful printers, engravers and pressmen. The souvenir is simply a collection of advertisements representing a number of the most important firms which employ or have employed the advertising columns of the *Youth's Companion*. The majority of the ads are original, being the product of the well-equipped department established by the publishers of the *Companion* for the purpose of preparing designs for their advertising patrons. The high quality of the advertisements turned out by the *Companion's* ad-smiths is made manifest on comparing the souvenir advertisements with those of the same firms appearing in other publications.

In glancing through the book the first ad to attract attention is that of the Doliber-Goodale Co., of Boston, which consists of a very pretty baby girl's face and the words "Mellin's Food." Following this is the announcement of A. & F. Pears, of London, which comprises a beautiful engraving of a young maiden, who, having apparently just finished her ablutions, is supposed to be saying, "Good morning! Yes, I used Pears' Soap." On page 15 is the advertisement of the Pope Manufacturing Co., which includes a cut of an athletic-looking fellow throwing a search light on the Columbia Bicycle. Page 17 is monopolized by an advertisement of Jordan, Marsh & Co., the famous Boston dry goods firm. This ad consists of a reproduction of a letter in female handwriting in which the writer's satisfaction is expressed with the goods ordered of Jordan, Marsh & Co. Page 19 is made beautiful by the advertisement of the John P. Lovell Arms Co., of Boston, which includes a portrait of John P. Lovell. On the next page is the announcement of James Pyle & Sons. The picture of a smiling, contented looking young woman which goes with this ad makes it the most pleasing Pearlne advertisement PRINTERS' INK

has ever noticed. On page 23 the Overman Wheel Company is represented, its advertisement of the Victor Bicycle being an excellent specimen of the ad constructor's art.

On page 27 one can read the announcement of the old and respected dry goods firm of James McCreery & Co., of New York, and admire the beautiful engraving of the fashionably dressed lady which accompanies the announcement. On the following page a young woman is represented with her skirts raised sufficiently high above the ground to display the Boston Rubber Shoe Co.'s storm slipper she is wearing. Page 33 contains a portrait of one of the lovely women who use the Peach Blossom Perfume, manufactured by Ladd & Coffin, of New York. Next page to the Peach Blossom ad will be found a picture of a little boy whose blood has been purified by means of Ayer's Sarsaparilla. On page 39 the wonderful curative properties of Scott's Emulsion are set forth, and the old familiar picture of a fisherman bearing the corpse of a mammoth cod appears. On page 43 is the Chocolat-Menier Company's ad, containing, in this case, the interesting information that the sales of Chocolat-Menier amount to 33 million pounds annually, which is excellent testimony to the value of advertising. Following Chocolat-Menier is the advertisement of Sapolio Soap. As there is nothing in this ad which would enlighten the ignorant as to the kind of article Sapolio is, it must be one of the few advertisements in the souvenir which the *Companion's* ad-smith had no hand in designing. Page 47 contains a well-drawn figure of a matronly-looking person, who is supposed to be saying to herself: "After all, I don't know of anything equal to the Royal Baking Powder." On page 66 a doctor is represented as informing a young mother that the means employed to restore her baby to health was the Lactated Food, prepared by Wells, Richardson & Co., of Burlington, Vt. The next ad contains a picture of an infant wearing nothing but a smile; also some blank verse in praise of the cleansing properties of Ivory Soap. Page 73 is adorned with the portrait of an owl, which is supposed to be observing that "Wise men keep Beecham's Pills close at hand always." On page 77 we are afforded the opportunity to admire the

picture of a beautiful young woman who owes her good looks to Pozzoni's Face Powder. A very pretty engraving on page 78 shows a lady in loose attire gathering the figs from which Syrup of Figs is made. Page 89 contains the familiar features of Mr. W. L. Douglas, of Brockton, Mass., together with a little information in regard to a famous 3-dollar shoe.

Each of the advertisements mentioned monopolizes an entire page in the souvenir, but there are a number of very cleverly designed announcements which fill smaller quantities of space. Among those particularly worthy of mention are the Buttermilk Soap ad, the Spalding Bicycle, Franco-American Food Co., Rising Sun Stove Polish, Gold Dust Washing Powder, Allcock's Plasters, Meriden Britannia Co., Burnett's Flavoring Extracts, Beeman's Pepsin Gum, Bloomingdale Bros., Vick's Seeds, De Long Hook and Eye, Nubian, Garland Stoves and Ranges, Hanson's Magic Corn Salve, Epps' Cocoa and A. A. Vantine & Co.

The advertisements throughout are of a very high order of excellence and are a credit to the *Companion's* ad-constructing department. The illustrations are equally good, and the *Companion* is justified in feeling proud of its picture makers.

The writer of this overheard two advertising men discussing this book. "It is beautiful! isn't it?" said one. "Yes," answered the other, "and I think it is their habit of doing things so well that enables them to get \$4 a line for advertisements."

THE *Populist* is a new eight-page monthly published at Fleming, Texas. Six pages of its first number are composed of boiler plate matter, and the other two pages are printed on an Edison mimeograph. The most important item of news in it refers to a fellow-Populist, the editor of a loathsome contemporary, and is naturally somewhat of a personal character, being as follows:

Skunk Vernon is a monumental liar by birth and breeding, the legitimate offspring of a union between a polecat and a hyena, and one of the filthiest humans that ever disgraced the fair name of this county; a hideous jackall, whose grinning mouth is forever delving into the business of others (populists), who are as far above him in honest worth as Jesus Christ was above Judas Iscariot.

BEST is that man who knoweth how
With Advertisement's team to plow.

OH! MR.!! WILSON!!!

A publication called *Newspaperdom*, not very long ago, published an article on newspaper directories written by W. Bent Wilson, of the Lafayette, (Ind.) *Morning Journal*, who assumed to treat the subject from the newspaper publishers' standpoint. Mr. Wilson asserted that a great injustice to newspapers is brought about by the unreliability of the circulation ratings in these books, and declares that information on this subject cannot be reliably obtained even from the most honest and honorable of publishers. "The best of them," says Mr. Wilson, "keep their mouths shut."

IN LACON, ILL.

He had not advertised for years. To catch the Christmas trade he came into our office and remarked that he would take a certain space for two weeks. He had his copy carefully prepared, and had his own ideas of display and position. Being a very opinionated man, the proprietor offered no suggestions, and the ad was sent into the composing room, and the best display possible given to the following, copied *verbatim*, with the exception of the name:

SUCH GOOD THINGS SO CHEAP

Z. Z. BLANK takes great pleasure in announcing to his old-time friends and customers that he is still in business, carrying a complete line of Fancy Groceries, Queensware, etc. Call for our cash prices. Any one wishing to see a fine line of Holiday Goods please call on me, as I am still doing business at the old stand.



I am only a foreman, but as I read the copy I told the "boss" that I would not have accepted the ad, for it was so badly written the results would be fruitless, and furthermore the merchant would set up the wail, "advertising does not pay."

At the expiration of the contract the proprietor went to the groceryman for a renewal of the ad. It was as I had expected. He exclaimed that it was just money thrown away; didn't do him a cent's worth of good, and he never would advertise again. I went around to see him. I told him that people knew he was at the "old

stand," but what they wanted to know was what the old stand had to sell and at what price the old stand was selling it. I asked him to allow me to write him an ad next week and see if it would not bring returns; told him to make a "leader" on sugar, and this is the copy I presented for his approval:

HIRE A DRAY.

The high price on sugar dissolving as rapidly as sugar itself.

Sweetness Is Cheaper Than Kindness.

Sugar is a staple article, and as it cannot possibly reach a lower point, buy now in large quantities as an investment.

100	pounds best	Granulated Sugar,	,\$4	75
23	"	"	"	1 00
11½	"	"	"	50
5½	"	"	"	25
24	"	Coffee C,	-	1 00
12	"	"	-	50
6	"	"	-	25

I Guarantee prices on other goods to be as cheap in proportion. I am after your trade, and will protect your interests in every purchase, inasmuch as I will give you a rebate in full of difference in price on all goods purchased of me that are sold the same day elsewhere cheaper. My goods should be as represented; if not, it is not my fault—but I will make the purchase good. Can anything be fairer?

Z. Z. BLANK,
GROCERIES,
PROVISIONS,
QUEENSWARE,
LACON, ILL.

The ad nearly took him off his feet, and he said he could not live up to it. I told him he had better get out of business if he could not conduct it honestly. The ad went.

I dropped into the store last Saturday. I saw my friend Blank working as I had rarely seen him work before. He simply exclaimed: "It beats all!"

W. B. POWELL.

POSSIBILITIES OF POSTAL REFORM.

By the Editor of the Lockport, N. Y., Daily Sun.

A conspicuously absurd ruling of the Post-Office Department in relation to the mailing of periodicals has at least the advantage of directing general attention to the need of sweeping reform in the law and its interpretation, and the possibility that, as glaring injustice has been done one publisher, no publisher may always escape similar injustice. A law whose meaning is variously interpreted by

such authorities as Ex-Postmaster-General James and the Deputy Postmaster of New York City on one side, and an omniscient Post-Office Department clerk on the other hand, evidently needs revising. Examples of its absurdities, at least in interpretation, might be multiplied, but it is only now and then, when a conspicuous trade journal like PRINTERS' INK, of large circulation and influence, is attacked, that widespread attention is directed to the situation, or that a possibility of its betterment, through general co-operation of publishers for mutual defense of jeopardized interests, exists. The periodical publishers of the country, united, are irresistible, and not even a mighty department clerk is likely to assail their ordinary rights, once common cause is made.

I do not attempt a strict legal definition of "periodical"; I leave that to the "experts" at Washington. But we all intuitively know, when we receive a printed publication through the mails, whether it is fairly entitled to be termed a periodical; and, briefly, the essentials to a periodical are regularity and frequency of issue, the regular publication of news or reading matter of interest to a considerable number of persons, and a paid subscription list. It is as palpable that the Printers' Ink Year Book fulfilled these and other requirements as it is notorious that many so-called "periodicals" carried by the same department, under the same law, and by ruling of the same "experts," do not.

The conditions are ripe for a change in these laws. There are Senators and Congressmen, of the Postmaster-General's own party, who would not be deterred from a little wholesome exposure by their deep and abiding love of this or any administration. Better laws might be framed and fairer usages adopted, and, although it would be asking a great deal, the already laborious duties and protracted hours of work by a department clerk might be so extended that individual cases would actually be examined into and a hearing allowed before they were irrevocably decided upon hypothetical points presented by outsiders, concerning which the party in interest has no opportunity to be heard.

SPEND A PENNY, gain a pound,
Is the watchword all around.
What you spend in advertising
Will come back in sums surprising.

BOSTON LETTER.

By J. Syme Hastings.

The wonderful work of the Yankee Clothing Company has caused a big disturbance among local retail clothiers. Not content with a top half-page ad in each of the local dailies, the "Yankee" has devised some pretty hot things. It has engaged hacks, profusely decorated with "Yankee" ads, to stand at all the busy corners, and at the depots, and drive any one free to their store on Summer street; it has had brass bands, free lunch, free presents, free clothes; something new every day, and they are, as a result, doing an enormous business. The "Yankee" recently offered two donkeys for the two best answers to the query, "Why has the 'Yankee' grown to be the largest clothing concern in New England, in two months?" There were almost 700 answers sent in from all over New England, and out of the 700 there were fully 650 letters that attributed their success to judicious, novel and original advertising. This I know to be so, as I edited the letters.

* * * * *

The great work of this concern has, of course, stirred up the other clothing firms, and the papers, of course, reap the benefits of this rivalry, in having half of each issue devoted to clothing advertisements.

* * * * *

The new Castle Square Theater has done some splendid advertising since its opening in November. Their latest idea was to supply free special cars to any one wishing to attend the theater. These cars run on every route in the city from 7 until 8 o'clock, and are always well filled.

* * * * *

Some of the local advertisers who formerly occupied large space in the Sunday papers for some reason have refused to use the Sunday issues but take the extra space in either Saturday's or Monday's issue.

* * * * *

Some of the Boston stores have just discovered the old, old scheme of pasting broken glass and paint on the window to imitate a huge crack with a hole in the center. I am afraid Boston is terribly behind the times, as the people regard it as a very original idea.

* * * * *

The Xmas decorations used by some

of the large local firms in many cases were magnificent, and drew crowds from all over New England to view them. Houghton & Dutton, one of the large dry goods firms, had their large fourteen story building covered thickly with colored incandescent lamps, which were operated so as to give different color effects. They found this idea to draw such enormous crowds that they were unable to procure salesmen enough to serve customers, although they advertised freely in all the papers for help.

ADVERTISING NOVELTIES.

On several occasions brief descriptions have appeared in PRINTERS' INK of various advertising novelties which were considered to have more than the average merit. Whatever value advertising by the distribution of these articles may possess, it cannot be denied that during the last few years it has become extremely popular and manifests a tendency to grow even more popular. It is a rather peculiar circumstance that some of the principal users of the novelties are the newspapers, whom, it might be imagined, would be the last to employ any method of securing publicity other than that offered by the advertising columns of the press. It is a form of advertising which few papers have not, at some time or other, strongly denounced; but the fact that so many publishers utilize it to draw the attention of advertisers to their mediums is fair evidence that it has some value.

Probably the most important factor in precluding the best results from being obtained from the use of novelties is the office boy. An ordinary advertising circular has no temptations to that individual, but an advertising novelty, whether it be a balancing monkey, a paper cigar holder or an imitation fire-cracker, is just the thing he likes to call his own, and hence a large proportion of the novelties sent out are likely to be confiscated before they could reach the hands of those they are intended for. A certain proportion, however, do get through all right, and those which are pretty or useful can hardly fail to excite a certain amount of interest and accomplish, in some measure, the purpose they are intended for.

In referring to the various devices deemed worthy of notice PRINTERS'

INK has generally assumed them to be invented and manufactured by the advertisers whose announcements appeared on them, and credit was given for the enterprise and ingenuity displayed. This assumption, however, has apparently been based on a misapprehension, for though some advertisers may originate and manufacture the novelties they employ, in the majority of cases they are procured from firms who make a regular business manufacturing and selling that class of goods.

One of the leading concerns in this line appears to be Palmeri's Novelty Advertising Co., of 615 Hancock street, Brooklyn, N. Y., the proprietor of which is Mr. Frank L. Palmeri. The price list which Mr. Palmeri sends PRINTERS' INK includes about seventy articles, ranging in price from \$3 per thousand to \$30 per hundred. A considerable proportion of the articles are useful as well as ornamental. Among them are the glass paper weight, which sells for \$20 per hundred; the coat hanger, which costs \$125 per thousand; the knife sharpener, which can be had for \$15 per thousand, lead pencils which sell at \$1.25 per gross, yard sticks at \$10 per thousand, memoran-

dum books at \$10 and celluloid calendars at \$25 per thousand. The rest of the articles are apparently designed to afford amusement or for purely ornamental purposes. Of those deemed most worthy of mention there are the Facial Puzzle, which sells for \$11.25 per thousand, the Telegram, which can be had for \$12.50 per thousand, the Balancing Butterfly, which costs \$20 per thousand, the Star Puzzle, for which \$9 per thousand is asked, the Bogus Envelope, whose price is \$10 per thousand, the Deed and Mortgage, which sells at \$12 per thousand, the Card and String Puzzle at \$11 per thousand, the High Flyers at \$15, Palmistry Cards at \$3, Wheel of Fortune at \$11, Dogs and Cats at \$9, Theater Ticket in Envelope at \$5, Pawn Tickets at \$3.50, Theater Ticket (bogus) at \$3.50, and Bumble Bee Buzzer at \$8.50 per thousand. These prices include the cost of printing the purchasers' advertisement on the articles and the expenses of packing and shipment from the place of manufacture.

MERCHANTS who contemplate issuing circulars are advised that the best paper to use is a newspaper.



In the week ending December 15th,

The Press

published 398 columns of advertisements; not only far surpassing its best previous record for any week in past years, but exceeding in amount of display advertising every other New York morning newspaper for that week.

Offices:
No. 28 Park Row,
New York.

ACROSTIC.

Perfect little paper,
 Rich in business light,
 In ideas shaper,
 Newsy, terse and bright;
 Teaching advertising
 Earnestly to all,
 Readily advising
 Scholars great and small.

Information bearing
 Never known before;
 Knowledge with us sharing—
 Advertising lore!

Jovial, entertaining,
 Often full of fun,
 Useful hints containing,
 Reaching every one!
 Novel schemes suggesting
 All the seasons round,
 Latest ones requesting

From experts renown'd.
 Other imitations
 Recently begun

Are but publications,
 Dwindling one by one.
 Valuable journal,
 Ever shrewd and wise,
 Ringing the eternal
 Truth—to advertise!
 Influences greater
 Seem to make us think,
 Earlier or later,
 Reading PRINTERS' INK—
 Subtle PRINTERS' INK!

The pole star is a shining light,
 It guides the wanderer aright;
 So advertising night and day
 Points out to wealth the certain way.

Displayed Advertisements

30 cents a line; \$100 a page; 25 per cent
 extra for specified position—if granted.

Must be handed in one week in advance.

SUPERIOR Mechanical Engraving. Photo Elec
 trotype Eng. Co., 7 New Chambers St., N. Y.

Newspaper Novelties Wanted.

During the year 1895 I would be pleased to receive communications from people having propositions for newspapers. Information concerning syndicate letters, schemes to increase circulation or to incite advertisers to business, or anything that may be beneficial to a wide-awake daily paper. Address

FRANK MOFFITT,

Dec. 21, 1894.

OAKLAND, CALIFORNIA.

THEY PAY THEM.

So say all our regular customers for
PATENT COIN MAILING CARDS.
 Large circulations pay the advertiser. Our Coin
 Cards will increase your circulation. Send at once
 for samples to ALVORD & CO., Detroit, Mich.



I Can Help You Get It.

"POP" MYERS, Artist Thinker and
 Writer of Advertising.

Offices: 175 & 176 Times Building,

NEW YORK.

"How I've Helped Others Get It" (in book form)
 25 Cents.

FOR \$10.00.

Advertisement.—A publisher wishing to insert a short statement of ten lines or less in the columns with and following the description of his paper, in the American Newspaper Directory for 1895, may do so at the nominal price of ten dollars, which price will include a free copy of the Directory to be sent by express as soon as issued. Ten lines will accommodate sixty words, but a smaller number of words will not be accepted for less than the price named. Additional matter may be inserted at ten cents a word. No display or full-face type can be used. Payments for statements of this sort will be expected by check or post-office order when proof is submitted. For payment accompanying the original order—\$10 for sixty words or less, and 10 cents extra for each word more than sixty—a discount of 10 per cent may be deducted. All statements of the sort indicated will be set in pearl type (of which this is a specimen), and will be preceded by the word "Advertisement." In this way it will be possible for a publisher, on his own responsibility, to convey any information that he deems important to place before advertisers and other users of the Directory, in addition to that given by the Directory itself. Not very long ago an offer of five thousand dollars was made and refused in one case for a notice similar to this now granted for a nominal sum.

The American Newspaper Directory for 1895 will also offer to publishers of newspapers, who furnish portraits, or pictures, illustrating their newspaper buildings, the privilege of having them inserted in the Directory in connection with the description of the paper at the nominal price of ten dollars, which will include a copy of the book sent free by express, as soon as issued. The necessary drawing or reproduction can be made from a photograph or other picture, and for this work there will be no extra charge. Such a picture may prove a valuable and attractive advertisement. It would appear that a publisher who owns an office building worthy of illustration, or who desires that his face shall become known to advertisers and others, may wisely avail himself of the privilege here offered. The cut must not exceed one inch in length or in width, and in appearance is subject to the approval of the Editor of the Directory.

Those who take pains to examine issues of the Directory for previous years will find specimen pictures of newspaper establishments. When a newspaper owns an office it is well to let the fact be known; for the proper papers are those that advertisers are inclined to think most likely to bring satisfactory returns. Publishers desiring both the announcement and the picture, and but one copy of the Directory, will pay \$15 for the combined service, and 10 cents a word extra for each word more than sixty. Address all communications to AMERICAN NEWSPAPER DIRECTORY, No. 10 Spruce St., New York.

Ohio State Journal.

Established
1811.

**Leading Newspaper
Of Central Ohio.**

Daily—Circulation 12,750, only morning newspaper printed at Columbus, a city of over 200,000, and reaching by early trains the best portions of Central and Southeastern Ohio.

Sunday—Circulation over 17,000, without a rival in its field, being the only newspaper circulated in Columbus on Sunday that prints all the telegraphic and local news. An especially good medium for classified advertisements.

Weekly—Now issued as a twice-a-week edition, on Tuesday and Friday. Circulation 22,000, chiefly among the farming communities of Central, Southern and Southeastern Ohio, reaching more homes in this region than can be done with any other publication.

OHIO STATE JOURNAL CO.,
Columbus, Ohio.

It's a little late, perhaps,
still there's time for

Seedsman

to give an order to commence **Feb. 15**, or later, for

THE HOUSEKEEPER

which has always carried the very best of the SEEDSMEN'S announcements. We could not do it, year after year, unless it paid.

**OLD ESTABLISHED
and RELIABLE.**

EASTERN OFFICE:
517 TEMPLE COURT, NEW YORK.
C. E. ELLIS, MANAGER.

THE FARM NEWS

PUBLISHED BY
THE HOSTERMAN PUBLISHING COMPANY,
SPRINGFIELD, OHIO.

Also publishers of "WOMANKIND" (*monthly*), "REPUBLIC-TIMES" (*daily*) and "REPUBLIC" (*weekly*).

The FARM NEWS accepts of no "ads" of a doubtful character at any price; guarantees the reliability of every advertiser in every issue; pays prizes to its readers every month for their selection of the best written advertisements in the current issue; quotes the lowest ad rate of any paper of its class in the world having a circulation of like extent and character; proves its circulation every month; is considered the leading agricultural monthly of the world, and always gives good satisfaction to those who use its advertising columns.

GEO. S. BECK, General Advertising Manager.

THE

Key

TO

Successful Advertising



IS NOT HARD TO FIND
WHEN YOU KNOW
WHERE TO LOOK FOR IT.

NOTE—USE

WILMINGTON (Del.)

—use the **MORNING NEWS** (only morning paper in the State).

PHILADELPHIA (Pa.)

CALL the greatest family paper in Philadelphia.

EDGAR M. HOOPES,
Manager Foreign Advertising,
WILMINGTON, DEL.

Printers' Ink for
Nov. 28th, 1894,

The Year Book Issue

Inasmuch as the Post-Office Department will not distribute the interdicted issue of **PRINTERS' INK** without prepayment of postage, 10 cents a copy, on each separate book, and inasmuch as, on this account, we have fully five thousand copies on hand in excess of those intended for the ordinary demand, this is to make known to interested parties, everywhere, that we will receive and execute orders for this book at 10 cents each or \$10 a hundred, until the edition is exhausted, and will *prepay the postage or freight in every case.*

Address, with CASH,

PRINTERS' INK,

10 SPRUCE STREET, NEW YORK.

AT \$1 PER LINE.

**TAKE AN INCH
IN
THE MAYFLOWER
AND
GET AN ELL IN RESULTS**

FROM 160,000 SUBSCRIBERS.

Booklets

After the ad is answered, what then?

Have you the right sort of matter to send out? Have you the booklet, or circular, or catalog that will develop the inquiry into an order?

Don't you have many inquiries from which you hear nothing further? Don't you think you ought to have a system of printed matter, or at least one good strong booklet or catalog with which to follow up the inquiries?

Business men generally have not time and have not had the training necessary for the production of such things. That is the reason I am in business. I write, illustrate and print booklets, ads, catalogs and circulars. I have samples of my work. Requests for them should be written on business paper and it wouldn't be a bad idea to send a stamp or two.

My prices are reasonably high.

CHARLES AUSTIN BATES,

1413, 1414, 1415 Vanderbilt Building,
NEW YORK.

THE - EVENING - PRESS

DAYTON, OHIO.

Guarantees Advertisers a larger circulation than any afternoon and morning paper combined. Advertisers are given the privilege of making this a part of their contract. Rates lower per thousand circulation than any paper in this section.

ALL ITS CLAIMS ARE PROVABLE.

.....
LOUIS V. URMY, Eastern Advertising Agent,
59 Times Building, New York.

Few advertisers know that within a radius of 60 miles of Pittsburgh there are almost one million people.

It is possible for a Pittsburgh daily to reach every one of these people in good season every day. The

Pittsburgh Chronicle Telegraph

reaches the greatest number of them.

IT SELLS **50,000** COPIES DAILY.



C. J. BILLSON,
86 & 87 Tribune Building,
New York.

The Editor of PRINTERS' INK recently said to me:

"When you say that it's the 'best paper in St. Paul,' you cannot make the ad any stronger." He referred to my ads about

THE GLOBE

DAILY,
SUNDAY,
WEEKLY.

Eastern Office:

517 Temple Court, New York City.

C. E. ELLIS, Manager.



The Evening Star

Is the oldest, largest and best newspaper in Washington. It is everywhere recognized as the favorite household and family journal, and is regularly delivered to permanent subscribers at 82½ per cent of all the occupied houses in the city. As an advertising medium it is therefore without a rival, as it practically covers the entire field.

Its advertising rates are very much lower than those of any other paper in the city, in proportion to either extent or quality of circulation, and its inflexible rule and practice are to charge everybody the same price for like service.



L. R. Hamersly,
Room 49, Potter Building,
New York Representative.

THE SAFE INVESTMENT OF MONEY



IN DAILY
NEWSPAPER ADVERTISING
IS THE
PROBLEM
TO DAY.



HE ADVERTISED IN THE
Chicago Dispatch
BY
Joseph R. Dunlop

Chicago World
THE ORIGINATOR
CHICAGO

The Exclusive

Advertising privileges
in all cars and on all
stations of the

BROOKLYN-UNION ELEVATED RAILROAD

Are controlled from May
1st 1895 by

CARLETON & KISSAM

Cars will be equipped
with advertising racks,
spaces to be 24×16 in.,
end spaces 24×14 in.

For rates address

CARLETON & KISSAM

915 Postal Telegraph Bldg.
New York.

We Were Right.

When we began, **30** years ago, the publication of the **first** Co-operative List ever printed, we decided not to cater to any but the best class of publishers.

Our policy was a good one. It made our success. It made success possible for the others who followed in our footsteps.

What our policy was **30** years ago it is to-day—only more so.

The papers of our Lists are all selected publications. Many of them were established before we were. They have all a high average of circulation.

Such papers **must** have a **good standing** in their community. They **must** be **well read**. They **must** be **believed in**. They **must pay** the intelligent advertiser.

The territory covered is that of the Middle-Western States, the richest and most populous portion of the Agricultural center of America.

No extras.

Catalogue gives further particulars.

CHICAGO NEWSPAPER UNION,

93 SOUTH JEFFERSON STREET,
CHICAGO, ILL.

10 SPRUCE STREET,
NEW YORK.



**He Who Runs
Can Read
Handsomely Printed
Signs
In The**

=960=

Waiting Rooms

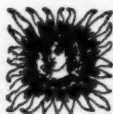
On the

Chicago, Milwaukee & St. Paul System

Controlled by G. S. Mackenzie,

Chicago,

1160 Monadnock Building.



ADVERTISING FOR RETAILERS.

Edited by Charles Austin Bates.

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. PRINTERS' INK is a clearing-house for ideas—this is the retail branch.

As Mark Twain has very pertinently said: "It were not best that we should all think alike; it is difference of opinion that makes horse races." I have some ideas on advertising that are diametrically opposed to those of Mr. Nathaniel Fowler, Jr. Naturally, I think I am right and he is wrong, and I presume that he reciprocates.

In *Trade* magazine for November Mr. Fowler said, in answer to an inquiry: "Your advertisements are very good; much better than the average. I criticise them, however, because you advertise several things at the same time. * * * The golden rule of advertising is to advertise one thing at a time and only one thing at a time, except in special cases, and in such cases the articles should be separated by rules or borders."

I happen to know that the advertiser in question published ads containing descriptions or names of a great many articles and prices on each. I know that his advertising has been very successful, and so I take issue with Mr. Fowler in that particular case.

Now, in PRINTERS' INK of Jan. 9, Mr. Fowler says: "The success of this advertiser is not an argument against the one-thing-at-a-time principle of advertising. This druggist advertised one thing at a time, viz.: cut prices. Cut prices was his watchword, and under that definite heading he enumerated cut priced articles. He presented but one idea at a time—that of cut prices, and the several articles advertised in the same advertisement were a part and parcel of the cut price idea. To all intents and purposes, this druggist made but one point at a time, and he succeeded."

Now, to a casual observer, it is pretty hard to see just exactly what Mr. Fowler does mean. In the first place, he criticises a man for advertising "several things at the same time," and then he criticises me by saying that "this druggist advertised one thing at a time * * * He presented but one idea at a time." I suppose, that

if I cited the case of John Wanamaker, or R. H. Macy & Co., or Jordan, Marsh & Co., or any one of ten thousand large retail dealers who publish hundreds of different items in each advertisement, Mr. Fowler would tell me that they were really only advertising one thing at a time, viz.: the fact that their store was a better place to trade at than any other store in that community, and that the prices and descriptions appended were merely examples cited to prove the one thing which they advertised. As a matter of fact, every advertiser advertises one thing, and that is his superiority over his competitors, either in the quality of his goods, his facilities, or his low prices.

One point at a time is a good enough rule in some cases. It does very well when you have only one article to advertise and have not room enough in your advertisement to tell the whole story about it at once.

If the space is large enough to tell the whole story, I firmly believe that it is best to make each advertisement complete, and not to take any chances on the reader's having seen some previous ad. I believe in making one point prominent in each ad, but at the same time in telling the whole story. Sometimes the one point to be made can be made with good-strong head-lines and pica type, while the supplementary information can be set in nonpareil or agate. This is a very good plan.

Mr. Fowler objects because I say the safe rule is to say all you have to say about a given article, and then if there is room enough left in your advertisement, talk about something else. Mr. Fowler says: "There should never be room enough left in an advertisement. An advertisement should be complete and not require padding of any kind. If a man has a given space to fill and desires to advertise some particular article, he should fill that space with that article. * * * A single sentence is enough to fill an entire news-

paper page if the business man has the money and the sand to spend it." This brings up the fact that advertisers should never have a given space to fill. They ought to buy their newspaper space in bulk at the beginning of the year and use it as they need it. They should not have a little piece cut off to be used each day. They should not have five inches single to use, nor six inches double, nor any other fixed space, but should use the amount of space necessary for their ads each day. If it takes five inches, use five inches, and if it takes fifty, use fifty. But if you already have contracted for the six-inch space and have to use that much space every day, there is no reason under the shining sun why you should use that six inches for advertising an article that is not worth more than one inch. There is no reason why the whole space should be given to that one article when you have other things that are crying to be advertised. I am thoroughly convinced, both by actual store experience and by observation of the experience of others that the average retailer will get much more trade from a six-inch advertisement which advertises six different things, than he will from a six-inch advertisement given up wholly to one thing. There are exceptions to this rule, of course. It is sometimes desirable to make a particularly strong ad of some one article, and then the whole space should be used for that article, and more space if necessary. But for the ordinary, every-day, day in and day out ad, used by the average retail store, the mention and description of half a dozen things is better than the mention and description of one thing, provided always that there is space enough for the adequate description of all the articles mentioned, in type which is not too small to be readily readable. It is not necessary to set the advertisement in pica type—that is a fallacy which wastes more money in advertising than anything else. The old theory that the fewer words you get into an advertisement, the better it is, even though by cutting down the words you cut down the sense, is the most arrant nonsense. The best looking ad on earth will not sell ten cents' worth of goods if it does not say something, and the worst looking ad that ever was published will sell goods if it does say something convincing.

As a matter of fact, you can get good,

strong display for an advertisement without giving up half or two-thirds of the space to big type and borders. I believe in the use of all the space that is necessary, but I do not believe in using a single line that is not necessary.

It is my belief that entirely too much value is attached to the display of an advertisement. I think that the display should be the last thing to be considered, even though it is the first thing that the reader sees. I think it is seldom profitable to occupy a full page or a full column with a single sentence. It is a very noticeable thing to do, of course, and a great many people will be impressed by it. They would think that the "advertiser has lots of nerve," but I am not so sure that he will sell them his goods simply because they admire his boldness. The mere fact that the whole page is used by the advertiser is an evidence that he is enterprising. He may fill the page full of type if he has enough to say. If he has enough to say to make the page solid pica, he is not padding his advertisement, but if he only has enough to say to fill one inch and takes the whole page to say it in, he is certainly padding the ad with superfluous white space. He is also wasting his money.

I would just as soon think of using a great deal more advertising space than I needed, as of running a six-story double store when I had only goods enough to fill a single eight-by-ten room. A business man only runs as much store space as he needs. He is a good business man and is liberal in his allowance of space. He does not have the store crowded, and he has plenty of room to display his goods. In running his advertising space he had to follow the same principle.

I am giving this matter considerable space because I believe it is important. I would be glad to receive expressions of opinion, which may be may have been founded on experience with either kind of advertising.

For a Builder.

Are You Saving

Some money and yet living in a rented house?

Put your savings into a first payment and add a little to the amount you now pay in rent, and in a few years you will be out of the rent-paying class and into the home-owning class.

Think it over and then consult

GRAHAM & COOK.

For any business—(By Wolstan Dixey).

"Style"

is a different thing from fashion. The two ought to go together, but sometimes they don't. There's mighty little style about some fashions. Real style improves any one's appearance, but some fashions would make an angel look silly. All our goods are right in this season's latest fashions, and, better still, they are in true "style." Every pattern in our stock has been selected for that genuine artistic quality which causes friends to exclaim, "So becoming to you!"

For Clothing Business—(By Wolstan Dixey).

"Every dog has his day."
Some dogs have two.

But dog-days are over. It is time for a hat and tie to go with your winter suit. It is also time for a suit to go with your hat and tie. We can supply the entire combination, or any part of it. There is plenty of "go" about every article in our store, and very little come-back about anything. That is because every one is at perfect liberty to bring back whatever isn't satisfactory—and money returned. Our "H. & B." three-dollar Derby looks as if it cost five. Looks the same way as long as you wear it.

HEADLEY, BACKING & CO.

As "Sam'l of Posen" says:

"All we want is a chance." Give us that, and we will give you values that you will remember when you are grandmothers.

- A man's reputation is not founded on what he claims for himself, but what people find in him. The people who read our "ads" will not take the statements therein made as facts until they have learned through experience that what we claim tallies with what we do.

Don't take our word for things. Come and see for yourself.

For Pianos.

COME WHENEVER YOU LIKE - - -

and stay till you get ready to go. You may look around by yourself, if you like, or we'll help you.

Anything you want to know about Pianos we'll tell you, if 28 years' experience has made us competent.

We have the finest collection of the finest Pianos in the world, and it is mostly made up of **Steinway, Hardman, Gabler, Vose and Sterling.**

A new thing in the bargain-room is an old square piano that we'll take \$35 for. It's worth more to one who wants it—we don't.

S. D. LAUTER CO.

For Hats—(By Frank Burrows).

How's Your Head?

We're not doctors nor phrenologists, nor do we refer to that difference in the morning, but we simply ask you this pointed question to remind you that you should take advantage of some of the rare Hat and Cap values that are being offered in our store.

For any Business.

Blacksmiths Do Not Make Watches!

Nor do jewelers shoe horses. Every man follows the occupation for which he is best fitted. Nature, experience and ability has peculiarly adapted us for the piano trade. For many years we have made a study of (*) (*) in all its branches. We believe that the special knowledge we have thus acquired will be of utmost value to every prospective purchaser. Are you interested? Then look, compare—we know where the buying will be.



For Pianos.

In Going To Europe

would you take a dilapidated, slow-sailing vessel? Would you go in a row-boat? Would you go by a line you knew was not very good or very safe, or would you take a line that sailed the best and fastest and safest ships?

In buying a Piano, it might be well to follow the same line of action and buy it in the best and safest place.

There's a kind of second cabin square Piano in the bargain-room now that may be just what you want. If it is, you'll be ahead, for it is remarkably low priced at \$50.

S. D. LAUTER CO.,
657-659 Broad St.

For a Furrier—(By O. Herzberg).

A LITTLE KNOWLEDGE



is not a dangerous thing when it saves you money, is it? And in buying furs a little knowledge of what is good and what is fashionable and what is really cheap, will be found most desirable. Our little booklet gives you this information. Send for it, and you will feel thoroughly posted when you visit our store.



SEAL AND WALRUS, FURRIERS,
— Street.

AS BLACK AS NIGHT!



FROM THE N. Y. SUN OF SUNDAY,
December 23d, 1894.

If the Ink Matches the Lie, It Is Black Enough.
From the Trade Circular of William Johnston, an alleged Ink Manufacturer of This City.
I cannot sell ink to a single New York daily. There is not a daily paper in New York that would look at me if I should offer to supply all its ink free. The only way to sell ink to a big paper in New York is by fixing the pressmen; and the pressmen were all fixed before my trade began.

Every daily paper in New York pays more for INK than I charge. Not one uses quite so good an INK as I sell.

Two years ago the TAMMANY papers called Dr. Parkhurst's assertion that there was vice in New York a very black lie indeed.

Since then the Doctor has made his point appear to have been rather well taken.

I began later than Dr. Parkhurst, but I, too, am making progress.

Me and Dr. P. have created something very like a revolution, and it is going to continue to revolve till printers and policemen rise up and call us blessed.

The only lie that can be extracted from the above paragraph is the statement that I am an "alleged INK manufacturer." I am not. I am not an ink manufacturer of any sort. I merely sell INK—the best in the world.

Send for my illustrated price list, so beautiful and artistic, printed in five colors, with a living picture on the front cover.

It will amaze you to learn that I sell ink, the best in the world, at from one-half to one-sixteenth the price other dealers charge.

It will amaze you still more, possibly, to learn that I send out never an ounce until I have first got the price in my hand.

This cash in hand before shipment scheme is the secret.

My inks cost more to make and are sold for less money than other goods of the same grade bought elsewhere in all this wide world.

I return the money in every case where the buyer asserts that my inks are not the best he has ever used.

I have had occasion to return the money but once since I commenced business, and in that case the buyer was honest enough to send it right back to me with a manly apology.

ADDRESS

WM. JOHNSTON, Foreman of Printers' Ink Press,
No. 10 SPRUCE STREET, NEW YORK.



IT IS BETTER THAN COLONEL McLAUGHLIN'S CELEBRATED TEN CENT NEWS INK.

Not a ★ Order,
But an Order from a ★ Newspaper. _____

THE EVENING STAR, }
Washington, D. C. }

WM. JOHNSTON, Esq.,
10 Spruce Street, New York.

DEAR SIR :—We inclose herewith check for \$100 in payment for five 500 lb. bbls. of your best News ink, to be shipped as soon as possible after receipt of this. The only criticism we have to make is that you guard as much as possible against offset.

Very Respectfully,

THE EVENING STAR NEWSPAPER CO.,

Dec. 27, '94.

per Newbold.



To Printers:

Send Six cents for postage on my elegant Price List, in five colors, with a living picture for a frontispiece.



**NO PRINTING OFFICE IS COMPLETE
.....WITHOUT IT.....**



Carmines 12½ cents an ounce. Finest Job Inks, black or colored, at \$1.00 a pound. Best news ink in the world at 4 cents a pound by the 500-pound barrel.

Address (always with CHECK in advance payment),

**WILLIAM JOHNSTON, Manager Printers' Ink Press,
10 Spruce Street, New York.**

The.... Willing Horse

always gets the load.

The willing horse in Kansas City is THE TIMES. Its willingness to serve the public interests, boom its home City, shoulder the people's burdens and mete out justice to its 50,000 followers has placed it away ahead of its competitors as a business-getter for its advertisers.



The Kansas City Times

DAILY, . 22,116

SUNDAY, 27,000

WEEKLY, 39,915

THE TIMES is not only a power in Kansas City, but reaches out into the outlying Cities and Towns of Missouri and the greater part of the State of Kansas. Write or call for rates on

S. C. BECKWITH,

48 Tribune Building, N.Y. 469 The Rookery, Chicago.

Teaching Fish To Swim

Is absurd—just
as much so as teaching prosperous ad-
vertisers the value of the

PITTSBURG PRESS

as an advertising medium. They have
learned its power to push business long
ago, and have stuck to it.

Daily, - 40,142
Sunday, 34,224

It's the fellows who don't know the
value of the PRESS we are after. If
you would learn, address

S. C. BECKWITH,

The Rookery, Chicago. Tribune Building, New York.



Advertising Fable No. 8.

A diligent ass, daily loaded beyond his strength by a severe master, whom he had long served, and who fed him very sparingly, happened one day in his old age to be oppressed with a more than ordinary burden of earthenware. His strength being much impaired, and the road deep and uneven, he unfortunately made a trip, and unable to recover himself, fell down and broke all the vessels to pieces. His master, transported with rage, began to beat him unmercifully, against which the poor ass, lifting up his head as he lay on the ground, thus strongly remonstrated: "Unfeeling wretch! to thine own avaricious cruelty, in first pinching me of food, and then loading me beyond my strength, thou owest the misfortune which thou so unjustly imputest to me."—Æsop.

There are men in business who say that advertising does not pay and who insist that they have lost money by it. A great many unskilful advertisers do lose money, but it is only because they do not treat their advertising fairly. They starve it and expect too much of it. Advertising won't work miracles. It is merely an aid to business. It can be overloaded. A little ad won't carry a big business. A poorly cared for ad loses vitality—it can't do really good work. We are in our business because some business men haven't time to properly care for their advertising and because some don't know how. We know how big an ad is necessary to draw your business along the road of success.

WRITE TO US ABOUT IT.

The Geo. P. Rowell Advertising Co.

10 SPRUCE STREET, NEW YORK.

